Saturday Night

Canada's Magazine of Business and Contemporary Affairs

JUNE 8TH 1957 20 CENTS

How The Election Should Turn Out: Forecast By Figures

BY H. D. JOHNS

Can Machines Replace Minds?

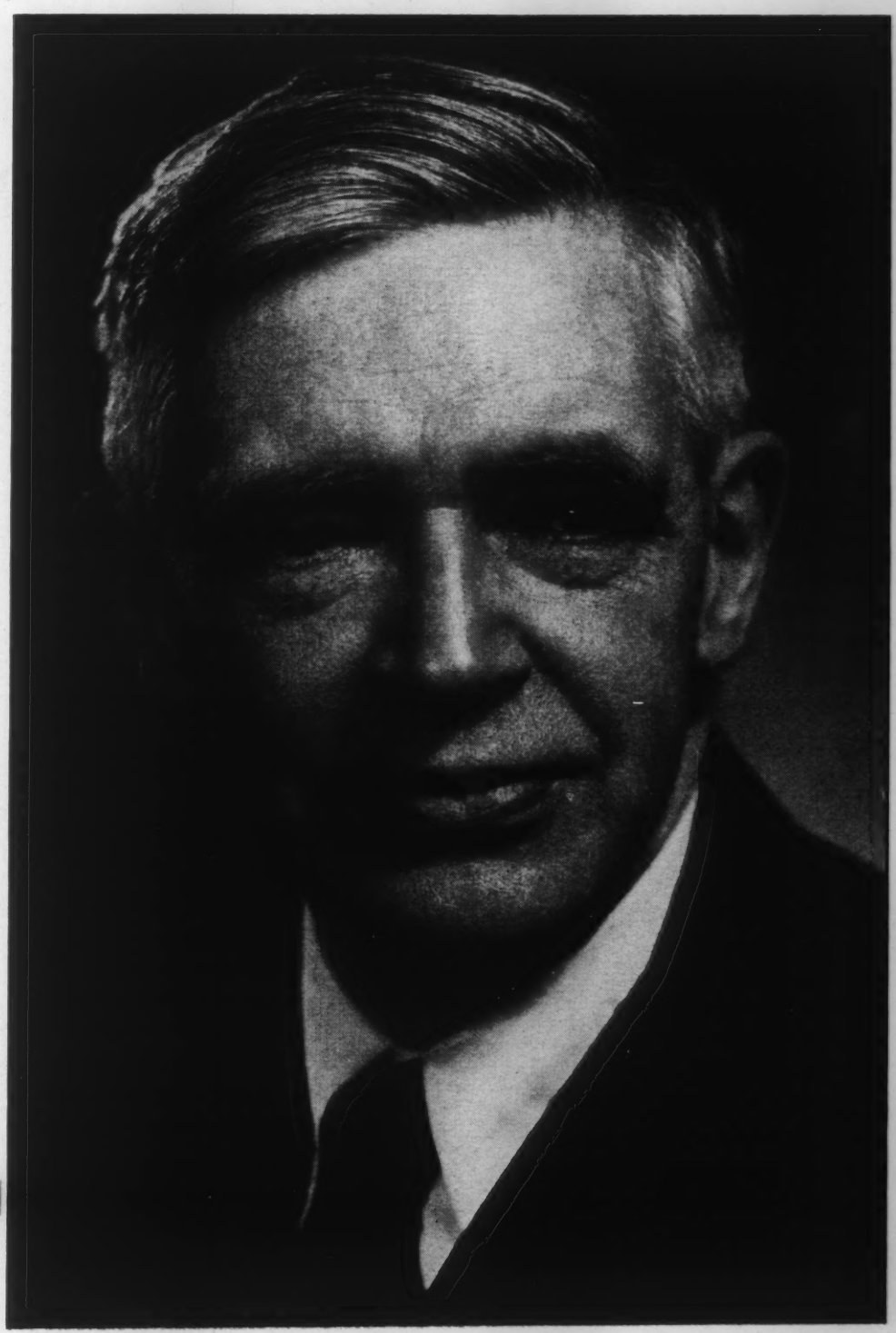
BY JOHN A. IRVING

The Tender Trap Of Mao Tse-tung

BY WILLIAM STEVENSON

Europe's Free Trade Threat To Canada

BY DAVID GRENIER



National Film Board

Andrew Thomson: Page 16

AUTUMN HAZE brand, Emba* natural brown mutation mink

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*Trade-marks Mutation Mink Breeders Association

Virginia Thoren

June 8, 1957

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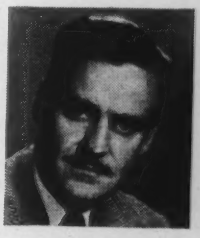

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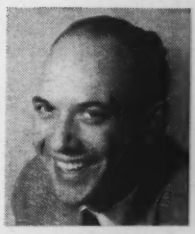

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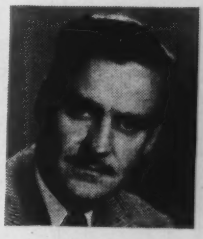

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Letters

Fish and Fog

Your article on the economic prospects of the Maritimes smelled like old fish and was as clear as a good Nova Scotia fog . . . Such discourses as these are not designed to promote better understanding of Maritime problems. Particularly objectionable was the broad hint that part of the "backwardness" of the Maritimes can be attributed to poor diet. What you are saying is that the products of our farms and fisheries are poor and do not contain the food value necessary to maintain strong bodies and sharp minds. It would be very difficult for you to prove such a thesis, particularly when you consider the number of really brilliant people bred in the Maritimes . . .

HALIFAX — THOMAS HENDERSON

Your Mr. Pattison made a thoughtful and sympathetic appraisal of the economic problems facing the Maritime Provinces. You may be interested to know that his proposal for inter-provincial agreement on common problems of production and marketing has been suggested by some other forward-looking people in the East, and may very well come about as traditional political ties are broken. . .

SAINT JOHN — PETER A. LACHANCE

What, No Voters?

I must object most strenuously to your infamous suggestion that Canadian citizens be urged to stay away from the polls on June 10. Have you no sense of responsibility? Voting is more than a responsibility, it is a duty. If our municipal, provincial and Federal politics are in a sorry state today, it is because of the increasing numbers of people who fail to vote . . .

WINNIPEG — T. R. DALEY

Your suggestion that people refuse to vote can, of course, only lead to anarchy. SATURDAY NIGHT has always been a liberal-minded journal, but perhaps you are confusing liberalism with anarchy, the way so many people confuse freedom and licence . . . The point you have missed is that once people are persuaded to vote, it can be expected that they will try to find out what it is all about . . .

VANCOUVER — FRED TRASK

Thank you for the only original idea that has come out of the current election campaign. A boycott of the polls on June 10 is an excellent proposal . . . For myself, I shall vote — but only because I know that other dunderheads will also be voting.

OTTAWA — HAROLD SAMSON

Salesmanship

In the last issue, the president of a million-dollar company is reported as follows: "I feel that salesmanship is the biggest single factor in life today." Apparently in our highly developed civilization, salesmen and sewers are both necessary. We need them to help us get rid of the surplus of refuse which we insist on producing in our homes and factories. But to elevate these necessary functions to the realm of supreme importance . . . is not very intelligent, even for a successful business leader.

CALEDONIA, ONT. — JAMES GIBSON

Salesmen have been made the butt of so many jokes and snide remarks that I was happy to see the reference to the importance of salesmanship . . . It is true that in a narrow sense salesmanship is a distinct and separate profession, but in the broader sense we are all salesmen, consciously or unconsciously. We are selling ourselves, our ideas, our work or our emotions (good and bad) every waking minute of every day. . .

SARNIA, ONT. — HEDLEY BARNES

Nuclear Tests

You obviously do not favor a ban on the testing of nuclear weapons. This, I suppose is the pragmatic attitude. But it is certainly not the civilized one. One's attitude towards the explosion of H-bombs reveals one's degree of selfishness. The odds against one particular person in Canada suffering directly from the effects of radio-active fallout are probably very favorable. The chance is slim. But there seems to be a very good chance of an unknown number of Canadians—and Japanese and Americans and people in a score of other countries—becoming diseased from the contaminated rain and dust that are carried far and wide . . .

VANCOUVER — LILLIAN CRAWLEY

It is just plain common sense that the United States and Great Britain cannot stop making and testing atomic weapons until there is not only a fool-proof agreement with the Russians but also a levelling off of conventional armaments. Take away the nuclear weapons and we are greatly outmatched by the Communists.

TORONTO — J. B. HARRISON

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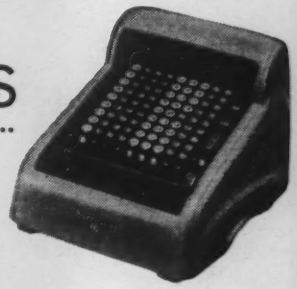

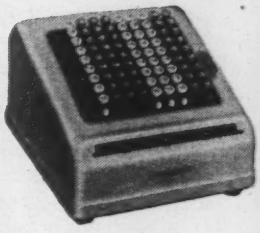

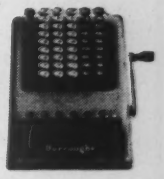

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Ottawa Letter

by John A. Stevenson

More Modest Liberal Victory?

AS THE ELECTION campaign nears its close, distinct evidence of its livelier tempo and a keener interest on the part of the voters than in the elections of 1949 and 1953 suggests that, while the Liberals seem assured of a fresh mandate, they will not repeat their overwhelming victories of these years. Their greatest electioneering asset is the continuance of a high level of general prosperity, which makes it hard to persuade voters, especially in the business community, that a change of government at Ottawa is desirable.

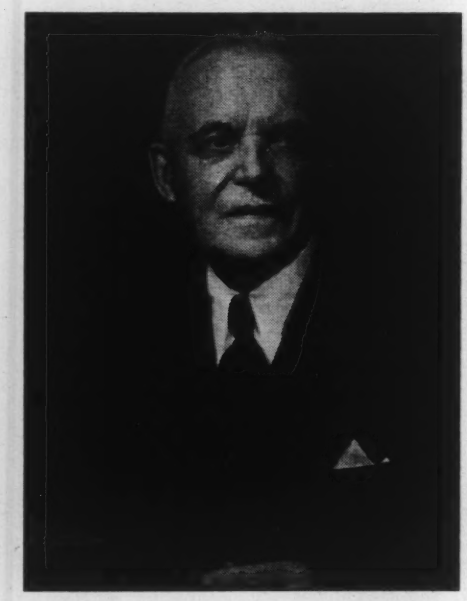
Mr. St. Laurent seems to have discovered at last that his avuncular benedictions of school children and bouts of promiscuous osculation have become rusty electioneering weapons and that the voters expect from an elder statesman, who holds the high office of Prime Minister, a greater respect for their intelligence than he has been showing.

He has also been obviously nettled by the trenchant vigor of the attacks made upon ministerial policies by the chief spokesmen of all the parties in opposition, and by the fact that the *Winnipeg Free Press*, while it gives general support to the Liberal party, has made two severe editorial castigations of his pronouncements in the West. The waspish tone of some of his recent utterances indicates that his confidence in another resounding triumph is not so serene as it was, when he opened his campaign.

In Ontario, he devoted his chief energies to persuading the voters that Premier Frost's allegations about the unfair treatment of his province in the new deal about taxation were unjust, and made a bid for votes in the poorer provinces by suggestions that Mr. Frost's complaints were a symptom of the ingrained selfishness of wealthy Ontario. On the whole, however, his receptions in Ontario were sufficiently enthusiastic to satisfy him and have heartened his supporters so much that they now claim that their losses in the province will not exceed 10 and that they will win such seats as London and East Middlesex.

The size of the audiences which Mr. Diefenbaker continued to attract must give him encouragement. It was significant that, when he spoke at Drumheller in Alberta, nearly 800 people turned out to hear him, as compared with the much lower figure of 300, who assembled to listen to the wisdom of Mr. Pearson a few days previously. His tireless industry as a campaigner commands admiration, but there were signs that the enormous number of his engagements was taking its toll. The inevitable result has been that, as the *Toronto Globe and Mail* warned him, he has been spreading his butter much too thin.

A few major speeches, in which he re-



Louis St. Laurent: Elder statesman.

inforced his powerful indictment of the Government's sins with explicit clarifications of his party's basic ideals and practical policies for the solution of current problems, might well have proved more effective for winning votes than hurried discourses to a lot of small audiences. Moreover, he has been scattering promises, involving heavy fresh expenditures by the Federal Treasury, with such a lavish hand that spokesmen of the Liberals are able to argue with some force that their total prospective cost makes a mockery of his pledge to cut taxation.

His chances of gaining seats in Ontario seem to have been impaired by the lackadaisical attitude of many of the Tory members of the provincial legislature, who, instead of being his ardent allies, are accused by the *Toronto Globe and Mail* of having made deals with the Federal Liberal members in their ridings to refrain from active warfare against them.

Mr. Coldwell has given an excellent lead to the CCF in the few admirable addresses which he has been able to deliver, but his party is clearly committed to a defensive battle and will find it hard to retain all its 22 seats.

As for the Social Crediters, the boasts of their leaders that after the election they would form the official Opposition at Ottawa now seems laughable and they will do well if they can offset threatened losses in Alberta by gains in British Columbia.

These two provinces with their fast-growing populations are bound to have their political weight at Ottawa increased in the years that lie ahead. But at the moment their influence is comparatively ineffective because of the adverse effect of the rise of the Social Credit party upon the fortunes of all three older parties. The CCF has been the chief sufferer in Alberta, where its predecessor, the Progressive party, used to hold a substantial number of seats. In British Columbia the worst loser by defections to the Social Crediters has been the Progressive-Conservative party.

The Liberals were greatly encouraged by the severe dent they made in the Social Credit majority in the last provincial election in Alberta, and they have been conducting an aggressive campaign to repeat this success. They feel confident that they can easily hold all their present four seats.

The Liberals have also high hopes of winning the seat of East Edmonton, where the Social Credit candidate, Mr. Holowatch, now seeking re-election, had a lucky win in 1953 with a minority vote. They are equally hopeful of defeating the Social Credit member for Jasper-Edson, Mr. Yuill. They think that they have a reasonable chance of winning Lethbridge, where the political vagaries of John Blackmore, and particularly his foolish championship of the late Senator McCarthy, irritated many of his former supporters so much that he only secured renomination by a narrow majority. They also believe that the Social Credit hold upon Medicine Hat has been seriously weakened by the retirement of W. D. Wylie, who had a large personal following in the division.

There is no assurance that Solon Low will be re-elected in the Peace River division; in 1953 when no Progressive Conservative ran, he did not get a majority of the popular vote and he has now to cope with popular Liberal and Tory candidates.

The Progressive Conservatives have only their two seats in Calgary to defend, and although the Liberals have a strong candidate in Calgary South in a popular

Mayor, D. Mackay, they profess confidence that Col. Harkness will keep his seat. The CCF is without a single representative from Alberta and its chances of electing one are rated negligible.

British Columbia, which sent to Ottawa in 1953 eight Liberals, seven Socialists, four Social Crediters, and three Progressive Conservatives, presents a puzzling problem to the political prophets. Of the sitting Liberal members Mr. Sinclair, the Minister of Fisheries, is apparently safe in Coast-Capilano, as is Mr. Fairey in Victoria. But the Liberals are being forced to make special efforts at great expense to save their other local Minister, Mr. Campney, from defeat in Vancouver Centre and in two other divisions of the city, South and Burrard, their candidates are having hard fights, as is Mr. Goode in suburban Burnaby-Richmond. In Skeena, Mr. Applethwaite, who has been an excellent Deputy Speaker of the House of Commons, ought to be hard to beat, but his position is now said to be threatened by the large inflow to Kitimat of workers who are liable to vote for the CCF candidate. Kootenay East, which has a large mining population, would seem to be a natural prey for the CCF, but since 1949 James Byrne has managed to hold it with a minority vote for the Liberals; as a former official of the Mineworkers' Union he was able to divert a large share of the miners' vote to himself and he may be able to keep it.

Of the CCF members, both Mr. Herridge in Kootenay West and Mr. Winch in Vancouver East are regarded as unbeatable and to replace Angus McInnis in Vancouver Kingsway, the CCF has an able young candidate in A. B. Macdonald, a son of a former Chief Justice of the province. On Vancouver Island, Mr. Cameron in Nanaimo and Mr. Barnett in Comox-Alberta are credited with good chances of saving their seats but both Mr. Owen Jones in Okanagan-Boundary and Mr. Regier in Burnaby-Coquitlam are regarded as in danger.

The three Tory members, Howard Green (Vancouver-Quadra), General Pearkes, VC (Esquimault-Saanich), and E. D. Fulton (Kamloops) are all now expected to hold their seats, although Mr. Fulton has a hard fight on his hands.

All the four Social Credit members, Messrs. Hahn, (New Westminster), McLeod (Okanagan-Revelstoke), Patterson, (Fraser Valley) and Leboe (Cariboo) had slim majorities in 1953, but may retain their seats with the help of Premier Bennett's powerful machine. But the hopes of the Social Crediters that most of the province's seats would fall into their lap have now faded.

So fluid is the situation in B.C. that many seats might change hands without altering much the proportionate strength of the parties' representation at Ottawa.

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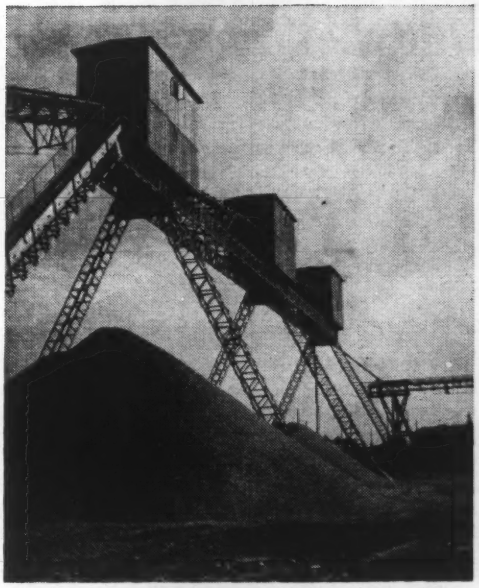

Even bomb rubble went into building of Germany's new industrial complex.

Raw materials from colonial possessions may upset our long established markets.

Europe's Free Trade Threat to Canada

by David Grenier

MANY PEOPLE HOLD the ostrich-like belief that if you find certain facts unpleasant, you have only to ignore them long enough before they eventually disappear. Suspiciously like a case in point is Canada's attitude to the imminent creation of a European Common Market.

A typical argument runs something like this: the establishment of a European Common Market will permit the free flow of goods, labor and services across national boundaries, and so make possible an economic renaissance. Canada will benefit from the expanded opportunities for trade thereby created, in the long run.

This line of reasoning is fair enough, as far as it goes. Greater European economic strength would probably bring convertibility nearer and favor the removal of quota restrictions on dollar imports. The establishment of a European economic program, as envisioned in Euratom, would likely create a market for Canadian uranium. Greater industrial activity would probably boost demand for other Canadian raw materials and metals.

Few observers, however, have taken the trouble to probe any deeper than this, to consider some of the less attractive contingencies of European economic union. Public discussion has also been stultified by lack of guidance from Ottawa. The shyness of the Liberals in releasing information has probably only been matched by the shyness of other parties in demanding to be informed.

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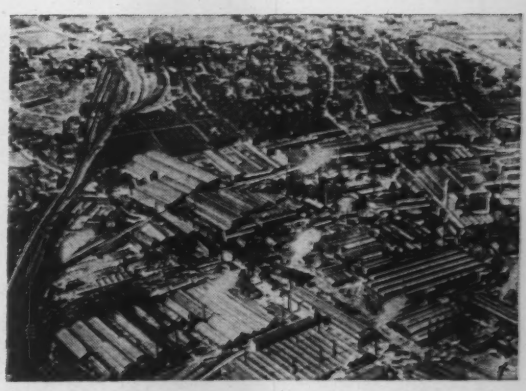


Mainspring of two German war machines, the mighty Krupp plants now aid drive for a west European self-sufficiency.

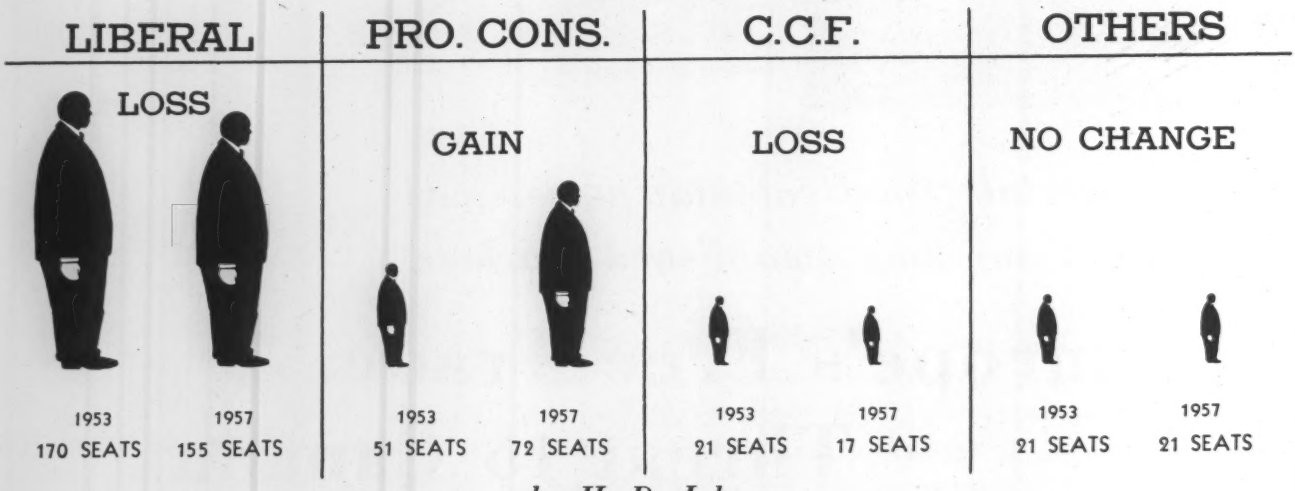
FORECAST

Various factors cannot be measured but a statistical study of popular trends and votes shows this result.

How the Election Should Turn Out

HOUSE OF COMMONS

265 Seats Available

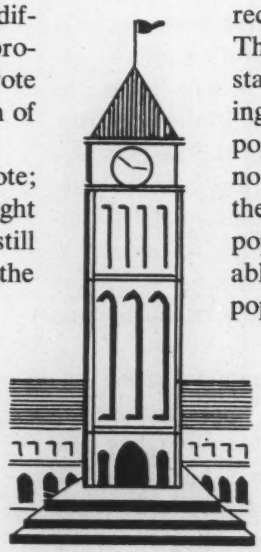


by H. D. Johns

IN order to forecast probable representation in the next sitting of the House of Commons it is necessary to examine voting patterns for the past three or four elections. The first point which becomes obvious is that changes are relatively slow, and that the differences—one election to the next—are proportionately slight. Secondly, the popular vote is not in the same pattern as the proportion of candidates elected.

It is a lot easier to predict popular vote; there is a much smaller chance of being right on proportion of seats. Nevertheless, it is still possible to predict Party representation in the House statistically.

Some of the main limitations on the accuracy of such a prediction are: lack of major political issue; relatively good times causing a fall-off of interest; strength and weakness of local candidates; even the weather on June 10th.



To arrive at these findings, we have used the record of the popular vote, both from official election returns and the Gallup Poll (Canadian Institute of Public Opinion). The Poll, through the years, has built an enviable record of remarkable accuracy in this country. Thus, the last Poll available to us in this instance (April 27, 1957) provides a firm footing for this forecast—at least insofar as popular vote goes. But the popular vote bears no relationship to actual seats. The forecast, therefore, takes the last election returns—in popular vote and seats—applies the last available Gallup Poll proportions—predicts a 1957 popular vote, and finally works through each riding proportionately. Another consideration is the proportion of the total possible vote, which in 1953 was 68% for the country as a whole. The final result is probable seats by the major parties.

Thus we find the pattern shown

REGIONAL OUTLOOK

Conservative gains in the Maritimes would emphasize importance to the Liberals of strength in Quebec.

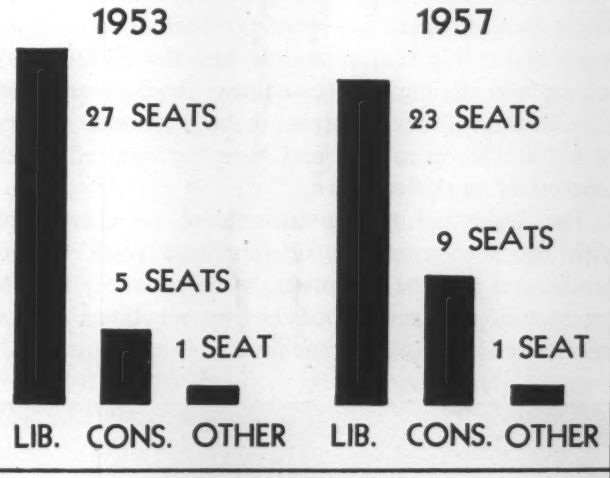
in the accompanying charts.

From the Liberal point of view it would seem that a new image of the Party is solidifying, based on the Atlantic Provinces, with a massive representation in Quebec. Recent Conservative "firming up" in Nova Scotia and New Brunswick would tend to focus a great deal of Liberal influence on Quebec.

The Progressive Conservatives, while still the weaker party, are stronger than they were. In the West they show gains, while the fountain of their strength remains in Ontario.

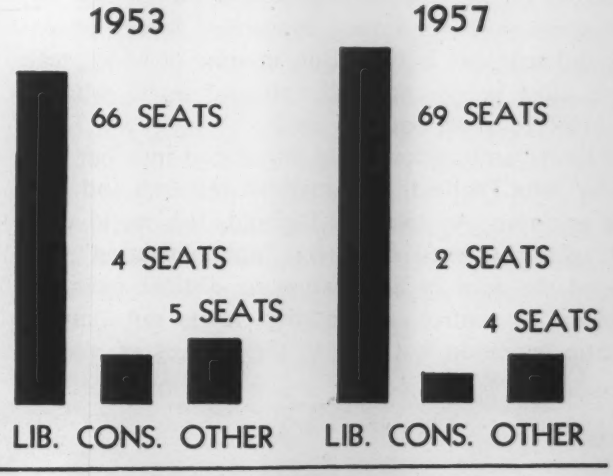
ATLANTIC PROVINCES

33 Seats Available



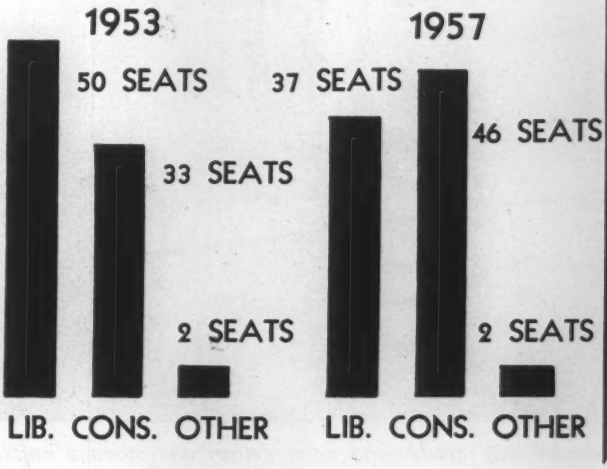
QUEBEC

75 Seats Available



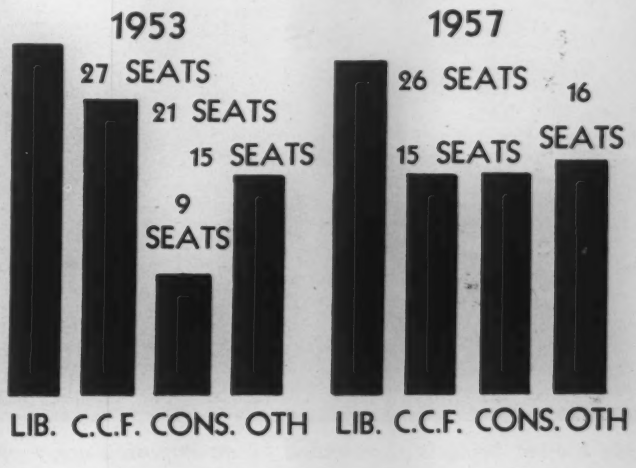
ONTARIO

85 Seats Available



THE PRAIRIES and B.C.

72 Seats Available



Man takes comfort in the thought that they are restricted to the manipulation of data. The information they give is what we desire.

Can Machines Replace Minds?

by John A. Irving

TWO HUNDRED years ago, machines produced the industrial revolution and transformed western civilization. Is the development of automation leading us to another and much greater technological revolution?

Are we today on the verge of a new civilization in which machines will make the human brain obsolete? Have we already built machines that can think?

In recent months the development of automation has caused great concern among industrial, labor, educational, and religious leaders. But, in spite of widespread interest, most people are still confused as to what is really involved in automation itself.

The term "automation" was introduced into our language by John Diebold, an American research and consulting engineer. As used by Diebold, the world originated as a shortened form for "automatization". He envisaged the area of automation as distinct from the technology of control. Automation refers not only to automatic operation but also to the *process* of making things automatic.

Does automation represent a difference in kind or merely a difference in degree in technological advance?

Although the first machines performed many physical operations, they were not automatic, for they had to be operated by workers. But semi-automatic machines soon appeared. Textile machines and lathes, for example, performed automatically, once they were set and loaded. Their human operators were confined to the unskilled work of loading and unloading and the skilled work of setting and maintaining machines. Gradual and continuous technical developments have expanded the range of automatic operations and have mechanized a certain amount of unskilled work.

The industrial revolution entered its second phase with the mechanization of repetitive tasks for mass-production and the evolution of the assembly line. Mass production was made possible by machines that were interlocked with other machines.

One human being is surrounded by an imposing array of mechanical minds—magnetic drums and storage units. This is Univac II, one of the most advanced models. The machines are really electronic digestive systems.

A simple 10-key keyboard feeds instructions to a computer. A playback will operate a factory.

Man's mind is the beginning. No machine has yet been devised which is capable of doing its self-planning.

Controls directed the performance of each machine and each operation in the right sequence and during the right time interval. But if a breakdown or malfunctioning occurred in any of the machines, the controls could rarely do more than signal the operator that something was wrong. The worker was the slave of the machine, the robot of industrial civilization.

Automation, the third phase of the industrial revolution, may be best understood as a direct outgrowth of the age of the assembly line. It has developed in three stages.

During the first stage, automatic controls, which are as old as the industrial revolution itself, were perfected to the point where they could take over many control functions formerly exercised by workers. This process, which is still in progress, was made possible by the invention of complicated self-regulating devices known as "feed-back" mechanisms.

The feed-back principle is the essential element in modern automation, as distinguished from the simple automatic controls of the first and second phases of the industrial revolution.

Feed-back mechanisms were based on the development of electronics. Feedback is the process whereby electronic sensing devices automatically pass information back to earlier parts of the processing machine, correcting for tool wear or other items calling for control.

These electronic devices, which respond rapidly to signals, can take measurements and detect faults accurately. They can effectively control many processes and machines that have to work at high speeds. As they can function at a distance from the operations, large areas of an industrial plant can be centrally controlled. They can also function under conditions where a man could not possibly survive, amidst intense heat, or surrounded by poisonous gases or atomic radiation.

Key to supplying data to machines is the punched tape which they read.

Electronics also made possible the second stage of the age of automation—the construction of electronic digital computers. Originally built for mathematical work in science and technology, they are being applied increasingly to industrial problems.

Electronic computers can perform lengthy arithmetical operations much more quickly and accurately than any clerical worker. One of these machines, installed in Montreal by Sir Robert Watson-Watt, can add or subtract two nine-figure numbers in one one-thousandth of a second, or multiply them in one two-hundredth of a second. Another machine can perform calculating operations in one minute that would take a man with a desk machine a year to perform. Still other computers can perform such different kinds of routine clerical tasks as the preparation of pay-rolls and the reservation of seats in airplanes. The Canadian Labor Congress estimates that between 15 and 20 thousand man days per month are saved by the use of machines to issue and record the 3 million family allowance cheques mailed from Ottawa each month.

The third phase of automation has

CONTINUED ON PAGE 38

Peasant woman grinds corn with an ancient millstone; rationing of basic food isn't being kept a secret.

The Tender Trap of Mao Tse-tung

by William Stevenson

The Red Chinese Government may be sure enough of its position to admit frankly its weaknesses and problems.

THE EXPERTS ARE predicting once again that Red China is in a state of economic collapse. There is said to be a dangerous amount of student unrest, particularly among undergraduates at technical schools who cannot find work. Events in Hungary are said to be having repercussions to this day among Chinese intellectuals.

All this news (cheerful or dolorous, according to your own views about the Peking regime) is the result of diligent study by Chinese experts of the Communist mainland press. These experts live in Hong Kong and are chiefly supported by the U.S. State Department, or by U.S. research funds. It seems not to have occurred to anybody that since their sources are almost exclusively Communist Chinese, these experts are getting a somewhat one-sided picture. Yet, to illustrate how deeply ingrained the habit has become of reporting on China from the outside, Western diplomats and observers actually living in Peking now get Hong Kong "interpretations" and monitoring services sent to them by diplomatic bag. An international news agency recently published a report on student revolts, written in Peking but based on a slightly out-dated Hong Kong translation service.

In other words, our information on the difficulties and strains under which the Mao Tse-tung regime is working comes from the regime itself. This suggests a certain degree of self-confidence. It suggests more than that even: it leads to the inescapable conclusion that Red China's government today is sure enough of its position to admit frankly and openly its weaknesses and problems.

During the early part of this year, the Communist Chinese press has reported these admissions on the part

of Mao and his aides:

1: There are shortages of consumer goods, coal, oil, electric power and building materials;

2: Heavy industry is not being developed as rapidly as it should be; big cut-backs have been ordered even in prestige projects like the huge Wuhan and Paotou iron and steel complexes;

3: Prestige exports like Chinese "Liberation" trucks, sewing machines, bicycles, sports-goods and processed foods have been reduced in volume;

4: Local rationing has increased in such basic ingredients of the Chinese diet as pork and rice;

5: Housing programs, industrial and training projects have been curtailed because of the shortage of materials.

The deputy premier and economics expert, Ch'en Yun, spoke of the need for drastic austerities at the Chinese People's Political Consultative Conference in March and said: "Cut down any projects that can be cut . . . Stop civilian building except for urgently needed workers' dormitories . . . Cut down on fuel . . . Promote thrift . . . Exports of pork and cooking oil will be cut this year by one-third . . . State purchases of grain will be much reduced . . . We ask everyone to save about a pound of food a month."

These admissions have been seized upon as further proof that Mao is in serious difficulties. They are, however, in tune with statements made in the past year—of confessions of erroneous judgment, weaknesses in the judicial system and "incorrect ideas about great events abroad" (a bold enough reference to Hungary).

The stupidity of planners has been publicly discussed. During the past year, we learn that 27 per cent of China's current steel output was wasted in the production of double-wheel, double-blade plows. These plows were of little practical use; only 800,000 out of a colossal 5,600,000 were ever sold and about half of the purchased plows were soon thrown aside.

This blunder, of staggering dimensions in a fearfully poor nation, was first revealed in the Communist publication *Planned Economy* and it is doubtful indeed whether the news would have leaked out at all otherwise.

Unsavoury aspects of the regime are revealed in these massive self-criticisms. The story of the Chinese steel-plow scandal tells, for instance, how 100,000 of the unwanted tools were forced upon national minorities. This is refutation from an unexpected source indeed of Communist claims to treat tribes in China with special consideration.

Commentators isolated from the Chinese mainland say that China is disintegrating. It may seem so, sitting in Hong Kong or Formosa. But the traveller in mainland China sees a different picture entirely. He sees Mao applying the technique of indoctrination with audacity and care. Bolshevik "criticism and self-criticism" has been used for years by the Soviet Communist Party. It is pitiless but useful, for it guarantees that Communists learn by their mistakes.

The Chinese use this weapon with more imagination, more skill, and with terrifying efficiency. In Russia, the Party and its sympathisers submit to the "auto-critique." In China, every member of the population is undergoing it every day of his life. This is the meaning of those startling revelations in the official Peking press; they expose the growing political strength of the regime, not its practical weaknesses.

A case in point is the widespread uneasiness of youngsters in technical schools and universities at the wholehearted support given to Russia by Mao's regime when the Hungarian revolt was crushed. Official publications indirectly reveal the extent of doubt and fear. But the purpose is to encourage those with misgivings to express aloud their troubled thoughts; and we are now being treated to some tortuous arguments to counter each dissident's view. The patient "explanations" will continue

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Heavy industry is not being developed as rapidly as it should be, many cut-backs have been ordered.

Red Chinese use the technique of self-criticism with skill.

Air view captures the charm of the islands. Gracious living in the old town of St. George's.

BERMUDA

Canada's Mid-Ocean Colony

by Marcus Van Steen

THE YOUNG man making his way to Montreal's airport one biting cold day last February was sharing the thoughts of thousands of his fellow Canadians.

"I was fed up," declares 22-year-old James McFadden, "with coping with snow and icy winds and overshoes and everything connected with our long-drawn-out winter."

Jimmy's solution was to take a plane to Bermuda, making him one of the 350 Canadians who every year take up jobs in that tiny tropical paradise. An honor graduate of St. Mary's University in Halifax, and a former reporter for the *Halifax Chronicle-Herald,* Jimmy is now the youngest and newest member on the staff of Bermuda's leading newspaper, the *Royal Gazette.*

Like many Canadians, Jimmy had the notion that Bermuda was remote in far southern waters. Actually it is only 700 miles from Halifax, and five hours from Montreal. Tropical waters sweep northward in the giant ocean river of the Gulf Stream in order to bathe its shores. It is not distance and rustling palms that make Bermuda remote from Canada, but its languid tempo of living, its relaxed friendliness, and its seemingly topsy-turvy set of economic values that spring from its dependence on the tourist industry.

"Luxuries like cigarettes and liquor are very cheap here," Jimmy told me as we sat in a palm-shrouded tea-garden in Bermuda's capital city of Hamilton, "but essentials are expensive."

However, Canadians find there are fewer essentials in Bermuda than at home. With temperatures averaging a year-round 70 degrees, the clothing problem is reduced to a minimum. Transportation costs are negligible on an island roughly 22 miles by one. And entertainment can be cheap for those content with cycling through the ever-blossoming countryside, swimming in the blue-green waters, and sunbathing on the warm coral-pink sand.

Wages paid in Bermuda appear low by Canadian standards. A secretary or stenographer averages one thousand pounds a year, which at the present exchange

CONTINUED ON PAGE 36

It is not distance and rustling palms that make Bermuda remote from Canada but its languid tempo of living and the relaxed friendliness of its people.

Laboratory Technician at the King Edward hospital, Diana Henry of Lacombe, Alta., graduate of the Holy Cross Hospital in Calgary.

Bernice Underhill, Matron at the King Edward VII Memorial Hospital, with three of her Canadian nurses. Left to right: Beverley Locke, Toronto; Joan Templeman, Brantford; Miss Underhill; and Patricia Brown, Toronto.

Carroll Dooley, General Manager of the Bermudiana Hotel, with three of his Canadian office workers: (Left to right) Ida Salisbury of Toronto; Joyce Powell of Hamilton and Mary Wallace of Toronto.

Dick Varney, formerly of CHLO, London, and CKOC, Hamilton, now one of the two Canadian announcers at ZBM.

Ford Baxter of the Royal Gazette. After 17 years Bermuda has all that he wants.

Dividing his years of active retirement between Bermuda and Nova Scotia, Alan G. Dustan manages to live in perpetual summer.

Andrew Thomson: Canada's Top Weather Man

by Mary Lowrey Ross

He faces a crowded September week when the IUGG convenes in Canada for the first time.

EARLY IN SEPTEMBER, the International Union of Geodesy and Geophysics will meet in Toronto to exchange views and information on meteorology, oceanography, terrestrial magnetism, seismology, earth satellites, and the phenomena taking place in the ionosphere, fifty to a hundred and fifty miles above the planet. It will be a crowded week for Andrew Thomson, Canada's head meteorologist, who has been studying these large activities and areas most of his life.

The above program, he points out, must not be confused with the activities of the International Geophysical year, which opens in July and extends through 1958. The International Union of Geodesy and Geophysics meets regularly every three years to exchange planetary news and views. (This, the eleventh session, is the first to be held outside Europe.) The International Geophysical year occurs, roughly, every half century, and takes the form of an intensive world-wide study of the planet. On the whole, the International Geophysical Year appears to be as little regimented as Mother's Day was before that institution was commercially organized. It is simply the period when the geophysicists and geodicists pay special co-ordinated attention to Mother Earth.

Historically, Mr. Thomson points out, the Geophysical

Year goes back to the early raids on the Arctic in the Sixteen Hundreds. Following the discovery of the Americas, there was a great deal of exploration of the far Northern hemisphere. Then the world's curiosity seemed to abate, and for almost two centuries the Arctic was left to itself. The end of the Napoleonic Wars, however, released ships and men for exploration and during the Nineteenth Century the world began once more to feel its way into the mysterious north. It was the tragic disappearance of the Franklin party in 1845 that actually opened the Arctic region to the modern world. More than 100 parties set out to solve the mystery of Franklin's disappearance, and in the course of the search — the party was so widely dispersed that remnants and ruins of the expedition are still coming to light after more than a century—the outline of the Arctic as we know it today was, literally, put on the world map.

"Then, in 1883," said Mr. Thomson in telling the story, "the scientists decided that instead of individual raids on the Arctic, all the weather services of the world would make a combined attack in one particular year. This was the first International Polar year, and between 1883 and 1931 there was such an immense increase in scientific knowledge that we felt we should take a look at both the Arctic and the Antarctic. Now, in 1957, we are reaching the peak of the eleven-year sun-spot cycle and there is enormous interest among scientists in the phenomena taking place in the ionosphere, which lies above the stratosphere. The International Geophysical Year developed out of this interest. But there is a deeper, philosophical interest for holding it in 1957-58. We see it as an opportunity to express ourselves, whenever possible, in terms of practical science, with all the scientists working together on a non-political basis."

By experience and temperament, Mr. Thomson himself is a peaceful scientist and internationalist. Born in Dubbinton, Ontario, he attended Owen Sound Collegiate, graduated from the University of Toronto and then went on to take his Master's Degree at Harvard. In 1917 he joined the Army and was made mathematical aide to Thomas Edison, who was engaged in research and experiment, first in Washington and later in Key West. The war over, Thomson went to Brazil as physicist on a solar eclipse expedition, and shortly afterwards was assigned by the Carnegie Institute to investigate atmospheric electricity in a two-year world-cruise by sailing vessel. A subsequent Carnegie's assignment carried him to Samoa, where he was scientific adviser to Apia University, and in 1925-26 organized a storm warning system for the whole South Pacific area.

Later, as government aerologist in New Zealand, he developed a weather service for flyers. This provided the necessary experience for his work in World War II, in which he supplied weather data for the Commonwealth Training Scheme. ("We had to send all weather reports in code," he recalls. "We managed to break the German code but I don't think they ever succeeded in breaking ours.") This work, for which he received the OBE, was carried out in Canada, where, in 1931, he had been made Chief of the Research Division of Meteorology. He was appointed Controller of the Canadian Weather Service in 1946, a position he has occupied ever since.

Among the charts and maps that hang on the walls of his large office in the Meteorological Building, is a picture of the "Carnegie", in which he sailed most of the world's seas and oceans, and a photograph of Thomas A. Edison.

"Edison, you know, was almost a Canadian," he said. "His father was born here and fought in the rebellion of

CONTINUED ON PAGE 34

With the increasing development of flight, scientific curiosity is now centred on the mysterious ionosphere.

Pyroheliometer on roof records intensity of sun.

Readings of solar radiation are permanently recorded on charts.

End result for most people is the daily weather map.

"We are easing our way into the market", says Paul Paré, President of Canadian Tabacofina.

Bold New Challenger In the Cigarette Field

by John Meyer

THREE COMPANIES, mustering a total of 30 brands, make 96 per cent of Canada's annual $565 million cigarette sales. The largest of the three is Imperial Tobacco Co., with more than half of the national sales total. The other two are the family-owned companies of W. C. Macdonald and Rock City. When Canadian Tabacofina Ltd. went into production in May, the big three were challenged by a newcomer for the first time in a quarter-century.

Tabacofina, a subsidiary of Union Financière Belge des Tabacs Societé Anonyme, put its plain-tip Carousel on sale in Montreal the first week in May, and followed a month later with the filter-tip Belvedere in Toronto. The circumstances of these debuts were relatively modest. Billboards and point-of-sale advertising were used but the razzle-dazzle promotion usually associated with a new entry into as hotly a competitive field as cigarettes was conspicuously lacking.

"We are easing our way into the market," explains Paul Paré, 34, executive vice president. The oblique approach is dictated by several considerations, the most obvious being Imperial's command of domestic sales. Paré, an assistant to Imperial's president before joining Tabacofina, has a healthy respect for Imperial's capacity for competition.

The only publicly-owned corporation of the big three, Imperial is under no compulsion to publish sales figures in detail, but some idea of its volume may be had by halving the annual national sales figure of 27 billion cigarettes. Even when running at its planned capacity of 250 million cigarettes a month, Tabacofina cannot hope to take more than 10 per cent of the market.

Canadians smoke 1,700 cigarettes per capita annually, compared to the Americans' 2,470, giving the Canadian producer an encouraging potential for increased consumption. On top of this, population growth and rising incomes add another seven per cent annually to the market. Paré intends to build up his following primarily from this seven per cent.

His sales strategy is based on excellent precedents. Canadian Petrofina Ltd., also backed by Belgian capital though having no corporate connection with Tabacofina, soared to among the top five petroleum companies within four years of starting operations by making its sales pitch to the new consumers bred of population growth and a rising living standard.

A direct attack on brand loyalties is an expensive operation. Paré's strategy, although cheaper over the long run, requires solid financial backing through the initial stages. He is assured of this by Tabacofina's parent, a 30-year-old complex based in Brussels and with operations extending over five continents.

Union Financière Belge des Tabacs was set up to

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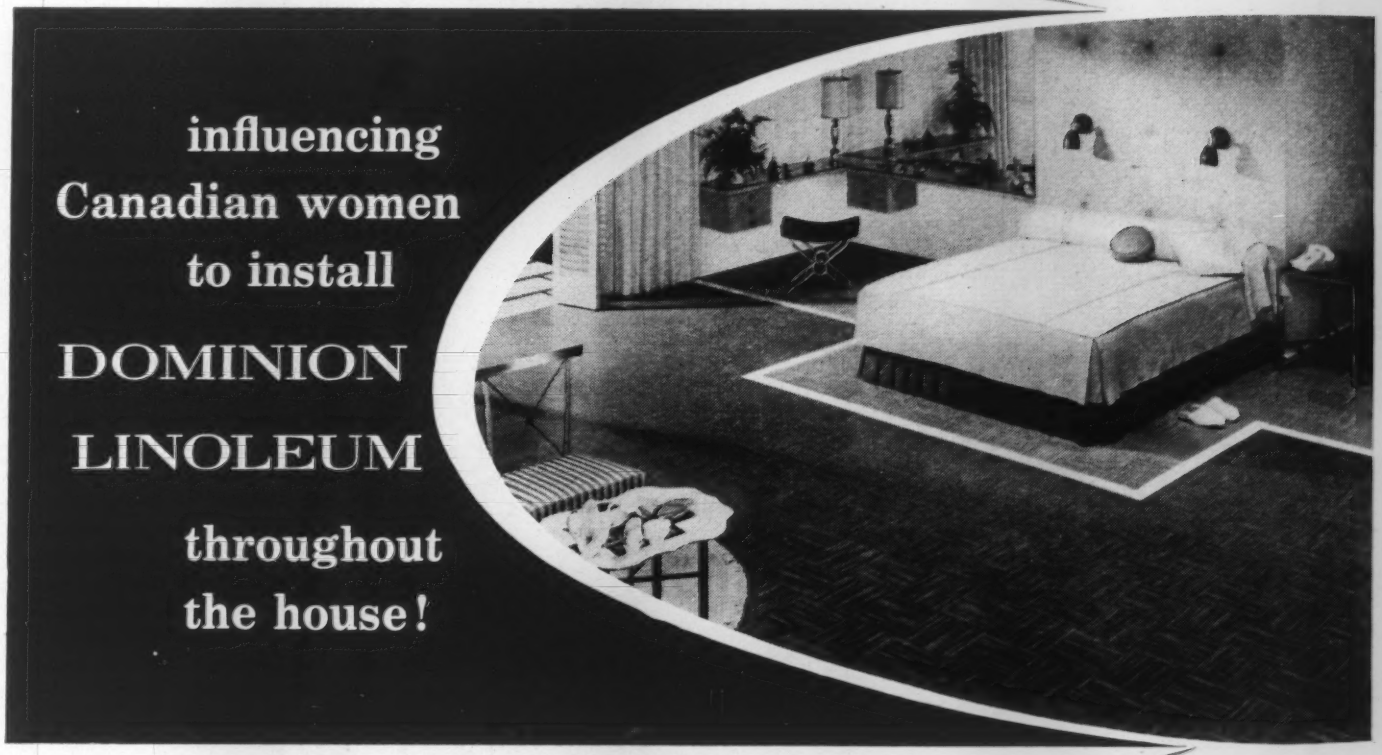
"*Magazines . . . enable us to illustrate our biggest sales story - the beauty of* **colour**"



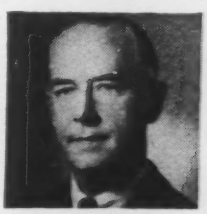
Reproduction in black & white of one of the beautiful full-colour illustrations used in Dominion Linoleum advertising in magazines.

FOR THIRTY-FIVE YEARS, Dominion Oilcloth & Linoleum Limited has used magazines to tell Canadian homemakers of the beauty and benefits of "Dominion Linoleum". And now, with our housewives' interest in "lighter living" creating a trend towards the use of linoleum floor covering in every room of the house, you'll see it not only in kitchens and similar heavy wear areas, but in living rooms, bedrooms, in fact everywhere.

The smart styling of Dominion Linoleum's magnificent range of modern colours aids the housewife in creating loveliness in living, and the ability to depict the beauty of the colours makes magazines first choice for carrying this message.

Indeed, Dominion Oilcloth & Linoleum Company Ltd.—makers of Dominion Linoleum and many allied products—has found magazine advertising to be one of the best-scoring methods of selling the Canadian public on the benefits of linoleum throughout the house and other trend-setting ideas. As Mr. Ken B. Roberton, President of the Company, says:

"We have been running colour advertising in Canadian magazines for thirty-five years. As this length of time indicates, we have found it most valuable. Magazines reach many of the people we want to talk to, and magazine reproduction facilities allow us to illustrate our biggest sales story—the beauty of colour."



CANADIAN MAGAZINES today reach 2 out of every 3 urban homes. They are trusted friends, and build confidence in the products advertised in their columns. Their circulations parallel the pattern of retail sales in Canada, and their influence is nation-wide and equally strong wherever a copy is in a reader's hands.

It will pay you to give consideration to this sales-producing medium when you plan your advertising.

This advertisement sponsored by

Canadian Home Journal
Canadian Homes & Gardens
Chatelaine
Health
La Revue Moderne
La Revue Populaire
Le Samedi
Liberty
Maclean's Magazine
Saturday Night
Western Homes & Living

THE MAGAZINE ADVERTISING BUREAU OF CANADA

21 Dundas Square, Toronto

Ann Blyth and Donald O'Connor: A doleful requiem.

The Lively Arts

by Mary Lowrey Ross

Twilight of a Pantomimist

IT IS HARD to imagine any contemporary comedian who could play Buster Keaton adequately, for Keaton was unique in a decade when screen comedy flourished as it never has before or since.

No one could compete with Keaton in producing a laugh that was as inevitable and almost as physical as a hiccup or a knee-jerk. A master of slapstick, he never related the slapstick idiom to his inner feelings. If Keaton had inner feelings, he kept them strictly to himself, never permitting them to escape in any form that could be picked up by the critics as sociological or symbolic. Chaplin might turn his final disappearance into the sunset into a little allegory of jaunty courage and resignation. If Keaton disappeared, it was usually into a vat of whitewash from which he emerged streaming calcimine but otherwise undiminished and unenhanced. Audiences screamed with joy as he sank with his sinking ship, the water creeping up to his waist and shoulders and finally engulfing his fixed immutable stare and his preposterous skimmer of a hat. It never occurred to anyone to feel sorry for him in this predicament, since he was obviously as indestructible as a character in a colored cartoon. No doubt Keaton himself recognized that sympathy would have destroyed his act, which was largely a matter of mechanical and often brilliantly inventive surprise.

Buster Keaton is listed as technical adviser for *The Story of Buster Keaton,* and this probably accounts for the liveliness of the early sequences which are, for the most part, re-enactments of original Keaton routines. But the twilight of the pantomimist set in with the introduction of sound and the Keaton career began to slide. From this point on in the story, the picture slides along with it, and the remainder follows the familiar and lugubrious lines of popular screen biography. The hero (Donald O'Connor) takes to the bottle, loses his public, his thirty-three roomed mansion, and eventually his long-suffering wife (Ann Blyth). In the end it turns into a doleful requiem for a great pantomimist, so obviously composed to order that it need hardly be taken seriously as a genuine revelation of Comedian Keaton's decline and fall. Whatever the story of Buster Keaton may be, this obviously isn't it.

So many of the scenes, situations and characters in *Designing Woman* have turned up before on the screen that at first glance it must have seemed hardly worth while putting them through their paces again. However, there is an old Hollywood rule that a thing that isn't worth doing is often worth doing very well. Vincente Minelli is particularly good at this approach and in *Designing Woman* he has worked with such skill and style that he can easily persuade you that the thing was worth wasting time on in the first place.

The heroine (Lauren Bacall) is a dress designer and the hero (Gregory Peck) is a sportswriter. They meet and marry and then settle down to get acquainted.

There are complications with a dancer (Dolores Gray), a farce sequence, with the groom concealed in the dancer's bedroom, and a furious windup with the theatrical and gangster groups meeting and mingling blood at last in a back alley. It is a romantic chestnut, but it's such a richly burnished chestnut that you can hardly help enjoying it.

Orson Welles, who is responsible for *Confidential Report* (he wrote and directed it and plays the leading role) has worked over a confused and foolish story with as much solemn artiness as though he were handling *Oedipus Rex*. As far as I could discover, peering about between long shots, medium shots, and a whole gallery of close-ups of Orson Welles, it has to do with the story of a mysterious tycoon (Orson Welles in whiskers) who claims to have suffered from amnesia and hires a petty criminal to investigate his own past. As fast as the reports come in, he arranges to have the witnesses murdered, and in the end he manages to clear the decks of everyone but the reporter, a shady and negligible character whose survival hardly matters.

There are international complications and ominous references to political gangsterism, but it is a portentious Jonah of a picture and the message, if there is a message, comes through as unintelligibly as though it had been delivered from the whale's belly. Michael Redgrave, Katina Paxinou, Akim Tamiroff and Mischa Auer are all tossed away in minor roles.

Gregory Peck and Lauren Bacall.

Chess

by D. M. LeDain

"I WAS AT school and college with the Archbishop of Canterbury. Forty-three years ago he knocked me down with the chessboard for check-mating him, and now he is attempting to take away my patronage. I believe these are the only two acts of violence he ever committed in his life." So wrote Rev. Sydney Smith (1771-1846) in a letter to Archdeacon Singleton in 1837.

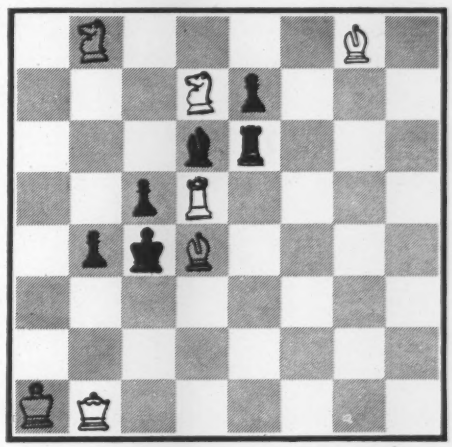
Among chess-playing churchmen, the most lethal was Rev. John Owen, of Victorian times. Strong enough to bowl over Morphy and Anderssen, world champions. White: Rev. J. Owen, Black: A. Burn (London, 1887).

1.Kt-KB3, P-Q4; 2.P-Q4, B-B4; 3.P-K3, P-K3; 4.Kt-B3, Kt-KB3; 5.P-QR3, P-B4; 6.B-Kt5ch, QKt-Q2; 7.Kt-K5, B-Q3; 8.P-KKt4, BxKt; 9.PxQB, B-Q3; 10.PxBP, BxBP; 11.P-Kt4, B-Q3; 12.B-Kt2, R-QB1; 13.Q-Q4, Castles; 14.BxKt, QxB; 15.Ktx P!! Kt-K1; 16.Kt-B6ch!! PxKt; 17.R-K Kt1ch, K-R1; 18.QxPch, KtxQ; 19.BxKt mate.

Rev. J. Jespersen ("Chess Parson") ranks high among composers.

Solution of Problem No. 167 (Blake). Key, 1.R-QB2.

Problem No. 168, by Rev. J. Jespersen. White mates in two. (7+6)



Puzzler

by J. A. H. Hunter

THE KNIVES and forks looked good stacked there on the counter. "I'll pay for them right now," Mrs. Brown told the clerk, handing him a crisp 20-dollar bill.

The man checked the flatware. "I'm afraid that's not quite enough, Miss." He was very tactful. "You chose one of our better patterns, of course: not a cheap line at under fifty cents. So I'll want eighty-nine cents more, please."

Poor Mrs. Brown! She does get so confused. That bill would have been just right if she had bought half as many forks and five more of those knives. But they were really wonderful value at less than a dollar, and she gladly paid the additional amount.

So how many of each did she buy?

Answer on Page 40.

(50)

Take It Step By Step

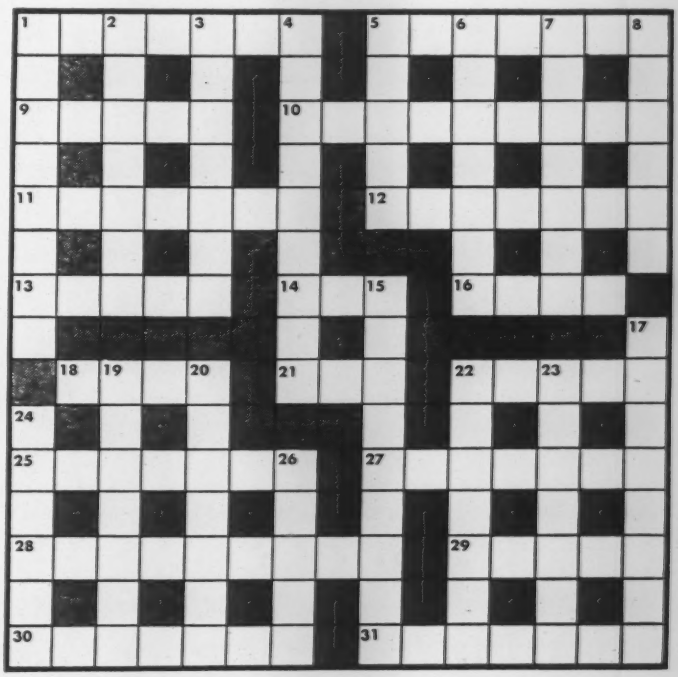
by Louis and Dorothy Crerar

ACROSS

1 It's cruel to brush it. (7)
5 See 31
9 Sharpen up! The port's going round. (5)
10 Melancholy fruit? (9)
11 Does the batter waste time? (7)
12 Refuse to brag about one's years. (7)
13 She had nothing to read in Greek mythology. (5)
14 The sled could be saddled with it. (3)
16 It's a strange shoe that's worn on both feet. (4)
18 Behold the morning of earth. (4)
21 It's time for 7 to start over. (3)
22 Did Marilyn Bell do it better than most when a baby? (5)
25 Back to embrace poetic lines. (7)
27 This may cure your old-fashioned sound. (7)
28 Dickens' verse will be in character. (9)
29 Half quarto? (5)
30 Dear Gus, you're so sweet! (7)
31, 1D, 5. Walker's advice on how to get on in life? (3,4,4,4,7)

DOWN

1 See 31.
2 Both syllables suggest it shouldn't be a down clue. (7)
3 The little devil has ruined the duet. (7)
4 Get the bear in a turmoil. He will! (9)
5 Thrown off flu? No good will shortly follow. (5)
6 Are birthdays responsible for a new beginning? (7)
7 A serial on TV quite over our heads. (7)
8 Teetotaller with little room in which to write his many works. (6)
15 I'd be hanged if I'd stand on it! (5-4)
17 See 19. (8)
19 The night when Brooks Atkinson is a 17. (7)
20 He might lose customers rubbing them the wrong way. (7)
22 The Black Hole of Coal-Scuttle? (4, 3)
23 Entitled to be the lead, but Shylock gets top billing. (7)
24 16 and us change places. (6)
26 Were bathrooms not, until Edison produced it? (5)



Solution to last puzzle

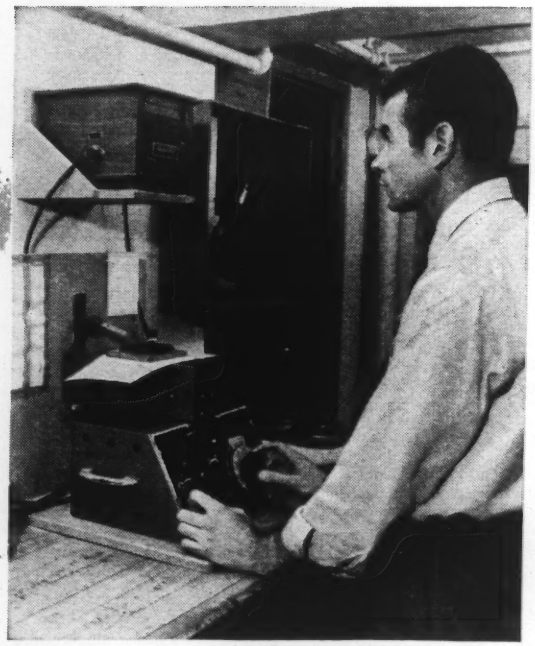
ACROSS

1 By hook or by crook
9 Full stop
10 Cat-nap
11 Egret
12 Last stage
14 Utilizes
16 Airman
17 Sarnia
19 Niceties
21 Weariness
23 Arabs
26 St. Paul
27 Exchange
28 Remains to be seen

DOWN

2 Young
3 Oil-well
4 Kate
5 Repeats
6 Yacht
7 Rotator
8 Orangeade
13 Ezra
15 Tea kettle
16 Arch
18 Nirvana
19 Nascent
20 Tartars
22 Nylon
24 Bugle
25 Scab (417)

we've got an eye for brightness



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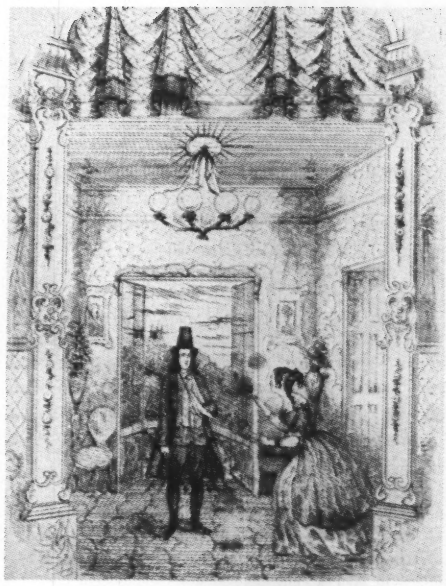
Books

by Robertson Davies

Handyman in the Theatre

Only a few writers of exceptional ability have been able to impose their will upon actors. Even they have had to accept conditions which the theatre demands.



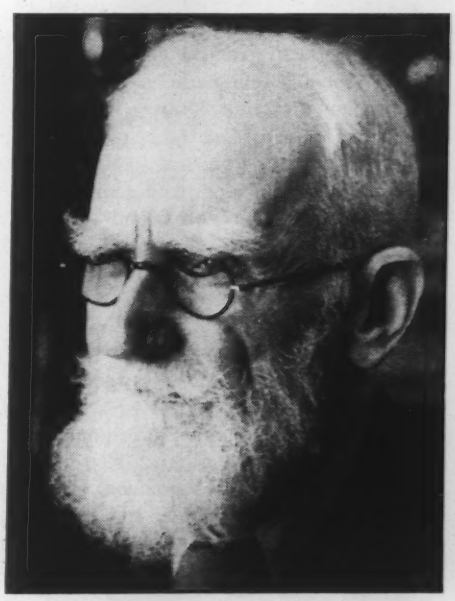
Court Favor, Olympic, 1836.

ON THE FIRST PAGE of George Rowell's excellent survey of the Victorian theatre this statement appears: "The playwright's place in the Victorian theatre was, at the outset, that of handyman to the company; he existed to make their performance possible, rather than they to interpret his work to an audience". This is true, so far as it goes, but I see no reason to confine this state of affairs to the Victorian theatre; the playwrights who have not been company handymen have at all times been a minority. A very small number of men of exceptional ability have, from time to time, been able to impose something of their will upon the actors and in these latter days, directors and designers, but even they have had, under most circumstances, to accept the conditions which the theatre imposes. Shakespeare and Shaw both had a strong strain of handyman in them.

For proof, we have but to look at the critical editions of Shakespeare's plays, with their record of hacking and chopping in the text, and interpolation for political or theatrical expediency. As for Shaw, *The Shaw-Barker Letters,* which C. B. Purdom has edited and published, show us how obliging and practical Shaw was in matters relating to the casting, cutting, mounting and performance of his plays. The legend of the intransigent Shaw, who would not permit a line of text to be deleted, belongs to a later time; this is the Shaw of the Vedrenne-Barker days at the Royal Court Theatre.

The title of the book is misleading, for there are no letters from Granville Barker in it. We do not miss them, though undoubtedly the opinions of this remarkable man of the theatre would have been of interest if they could have been recovered. As it is, we have a self-portrait of Shaw, blarneying actors and managers into doing what he wants, cutting his plays (*John Bull's Other Island* was cut by at least one-third of its total length), giving advice which shows his uncanny feeling for stagecraft and direction, and shouldering financial loss with a stoicism which commands respect.

It is surprising to find this passage in the book, extracted from a speech which Shaw made in 1907, at the close of the Royal Court season: "The difficulties of the enterprise have been labours of love, except in one unfortunately very trying respect. There has been no sort of satisfaction in the unremitting struggle with the London press, which from first to last has done what in it lay to crush the enterprise . . . There you will find a chronicle of failure, a sulky protest against this new and troublesome sort of entertainment that calls for knowledge and thought instead of the usual clichés . . . a damp cloud of grudging, petulant, ill-conditioned disparagement . . ." This is the language in which Sir Henry Irving might have complained of Shaw's critical treatment of the Lyceum. It matters deeply whose ox is being gored, when criticism is discussed.



GBS: Work of hack and drudge.

The personal relationship between Shaw and Granville Barker was a sad one. Shaw looked on the brilliant younger man almost as a son, encouraging him and exhorting him ceaselessly. When Barker married Helen Huntingdon, and broke with the theatre (which she hated) and with Shaw (whom she hated even more), it was a heavy blow for the Shaws. The last note in the correspondence is a sad postcard, on which Shaw tells Barker of the death of Mrs. Shaw . . . "She had not forgotten you . . . You will not, I know, mind my writing this to you . . ."

If Shaw was not ashamed to do the work of hack and drudge and handyman to the geniuses who painted scenery or painted their own faces, what are we to expect of lesser men? The biography of Frederick Lonsdale, by his daughter, gives us an answer. This writer is out of favour at present, but in 1947 an American critic was able to write of *The Last of Mrs. Cheyney* that "its gem-like flame is as spontaneous as a poem". It may be that, as his daughter hopes, Lonsdale will be recognized, after a time, as a comic writer of genius. Meanwhile we have her own not wholly flattering account of his life. He appears to have been a monstrous egotist, unhampered by education or conscience in the pursuit of what he wanted, which was high society and pleasure; he achieved both, in the

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greatest degree in which the two things are compatible.

As a writer he appears to have worked spontaneously and quickly, and then to have settled willingly to the job of tinkering his plays to fit the actors who appeared in them. He was, indeed, instrumental in founding that modern group of star actors who must have plays fitted to them, because they cannot, or will not, fit themselves to plays. The elaborately casual acting of Gerald du Maurier was an extension of the literary gift of Lonsdale, and their popularity expired at about the same time.

But as a theatrical handyman Lonsdale was not in the same class as Ben Travers, who tells us about his obligingness in *Vale of Laughter*. Travers was author of those Aldwych farces — *Thark, Banana Ridge, Rookery Nook, Dirty Work* and the rest—which were so widely enjoyed between 1925 and 1933, and which have been performed well and badly so many times since by repertory companies in all parts of the world. Here was theatrical carpentry on the most demanding lines; parts had to be provided not only for Tom Brough, Winifred Shotter, Robertson Hare and a few others—parts which fitted them like gloves and gave them chances to perform all their favorite tricks, but which nevertheless had some gloss of novelty about them. The extraordinary thing is that Ben Travers was able to do it in such a way that, in skilled hands, these plays really do seem fresh, exuberant and farcical in the best sense. It is when one reads them that the truth is revealed; they are ingenious mechanical constructions.

Mr. Travers appears to have had a happy life. His great enthusiasm, apart from his work, is cricket. He writes with becoming modesty, but he does not allow modesty to go to extremes, which is wise of him; no man who has done as well as he on the commercial stage needs to apologise. He is an unrepentant handyman of the theatre, and a very good one.

Thus, by a circumbendibus, we come back to *The Victorian Theatre* by George Rowell, which provided the remark which set us off on a consideration of playwrights. The Victorians liked their drama with plenty of flesh and blood—particularly blood. Mr. Rowell quotes the famous remark made by Ducrow, the great rider and contriver of spectacles at Astley's Theatre: "Cut the cackle and come to the 'osses. I'll show you how to cut it. You say 'Yield thee, Englishman!' Then you (indicating the other) answer 'Never!' Then you say 'Obstinate Englishman, you die.' Then you both fights. There, that settles the matter; the audience will understand you a deal better, and the poor 'osses won't catch cold while you're jawing". Much Victorian drama was arranged on those lines.

Nowadays, when we are accustomed to silence and courtesy in theatres, and when the critics have fits if even a bad play is hissed, we cannot conceive of the hubbub and coarseness of an ordinary Victorian entertainment. It was not until Henry Irving became manager of the Lyceum that the custom of turning down the house-lights during the performance of the play was established; before his innovation the auditorium was as bright as the stage, and the audience talked, ate and shouted as it pleased if the actors could not hold its attention. It is to Irving, more than to any other, that we owe our modern tradition of theatre manners.

This consideration of Victorian theatre begins with the rough entertainments devised by Ducrow and others of his type, and ends with the brilliant series of seasons which Vedrenne and Barker gave at the Royal Theatre betwen 1904 and 1907 and which established Shaw as the foremost playwright of his day. Of Shaw as a theatre handyman we may read in another book reviewed today; what is curious, and perhaps characteristic of the theatre, is that very few in the Royal Court aggregation recognized Shaw for what he really was.

The Victorian Theatre, by George Rowell — pp. 150, with playlist, index and illustrations—*Oxford—$3.25*

The Shaw-Barker Letters, edited by C. B. Purdom—pp. 200 and index— *Phoenix—$5.*

Freddy Lonsdale, by Frances Donaldson —pp. 245, index and illustrations—*British Books—$4.25*

Vale of Laughter, by Ben Travers—pp. 244, index and illustrations — *Geoffrey Bles—$4.25*

They Had More Fun

To The Hustings, Elections Scenes from English Fiction, selected and introduced by H. G. Nichols — pp. 342 — *British Books—$3.75.*

WITH A GENERAL ELECTION in the offing this sprightly collection should find eager

From the Jacket

Jacket Design

readers. "When a man lays himself out to be a member of parliament, he plays the highest game and for the highest stakes which the country affords," wrote Anthony Trollope, who knew elections from the inside, and wrote about them better than anyone else in English fiction.

In this book the Oxford University Lecturer in Politics offers election scenes ranging from T. L. Peacock, who tells of the successful candidature of a monkey named Sir Oran Haut-Ton, through the uproarious fun of Dickens and the roguerries of Disraeli, to the soberly accurate scenes of Trollope, and thence to the feebler contests in H. G. Wells, Galsworthy, and Belloc. We are left with a feeling that the secret ballot was a gain for democracy, but a calamity for fiction; the older elections seem to have been much more fun. B.E.N.

No Stability

The Short Reign of Pippin IV, by John Steinbeck — 188 pages — *The Macmillan Company of Canada Limited—$3.25.*

IN *The Short Reign of Pippin IV* Steinbeck has written a satire so gentle and frothy that it verges on whimsey. His general theme has to do with the instability of French governments ("Stability to a Frenchman is an intolerable tyranny"), but he takes a few side licks at the American pattern of government by corporation, the British monarchical system and Russian imperialism.

The tale is by no means all political irony. How could it be, when its principal character is an amateur astronomer and vineyard-owner who suddenly finds himself King of France? Pippin IV is as lovingly created as any bum out of *Cannery Row* and he is surrounded with a whole retinue of amusing characters beginning with his wife who, as Queen, quite literally takes a new broom to the dusty corridors of Versailles; his daughter, Clotilde, who at fifteen had written a best-selling novel and whose elevation to Princess came just in time to save her meteoric career from fizzling out; Sister Hyacinthe, former star of the *Folies,* now confidante to the Queen; Tod Johnson, the ideal American young man, "well educated by going standards", and a host more. It is light-hearted and good fun, by the Steinbeck of *Punch,* not of *The Grapes of Wrath.* F. A. R.

Evening Amusement

Simon the Fox, by Patrick John Sinnott —pp. 196—*Comet Press Books—$3.50.*

PATRICK JOHN SINNOTT is a lawyer from Victoria, BC. It would be pleasant, therefore, to be able to greet his book with a mild fanfare, but unfortunately it is clumsily written and completely lacking in the sense of period that is an essential of good historical fiction. According to its jacket, he wrote it "for amusement in the evenings, in about a month or six weeks". He should have taken longer. F.A.R.

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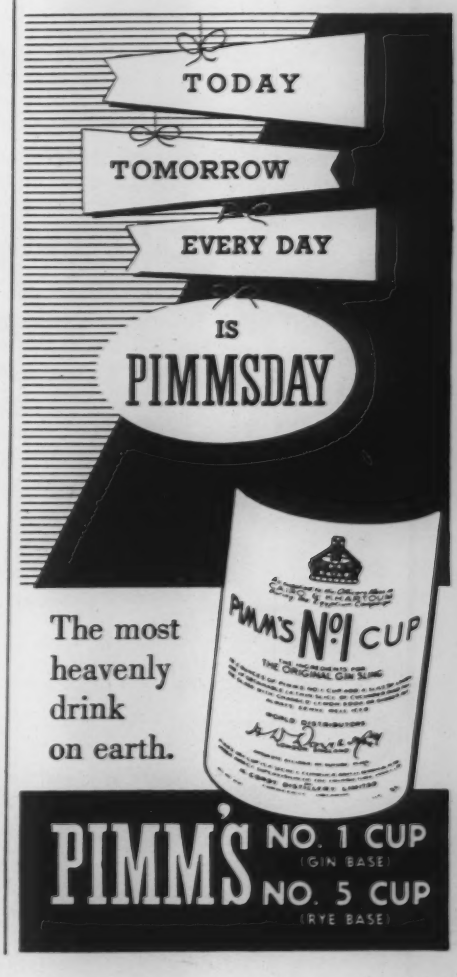

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Falconbridge

What is the reason for the more severe decline from its high in the case of Falconbridge Nickel than in the case of International Nickel?—J.B., Kingston, Ont.

Falconbridge over the past several years has had a relatively larger advance than International Nickel and it was only to be expected that it would be more vulnerable than Inco. These are testing times for many securities prices. The markets of recent months have favored larger and more strongly entrenched companies with outstanding growth possibilities. It is not to be considered against Falconbridge, which has had remarkable success in its exploration and operations, that its stock has to compete with one of the world's prime speculative investments, Inco.

There is also a difference in the character of share distribution of the two companies. Inco is held on a global scale, about 50% of the company being owned in the U.S., 25% in Canada, 25% elsewhere. The stock price represents about as great a distribution of the forces of supply and demand as it is possible to get; hence reflects a broad consensus.

Falconbridge, on the other hand, is controlled by Ventures Ltd., which owns a large block of stock. This lessens the floating supply. That many investors do not believe the price of Falconbridge shares to be a representative one may be suggested by the low price of Ventures stock in relation to its indicated breakup value. Ventures' chief asset is Falconbridge.

New Dickenson

Could you recommend the purchase of New Dickenson gold stock?—M.H., Ottawa.

Although New Dickenson shares do not appear to be excessively priced in relation to mining and financial positions, there is nothing on the horizon to indicate an era of greater investment receptivity for the gold stocks. The outlook for this group continuing in the doldrums is exceedingly strong.

At the same time gold should not be written off entirely. While it has been demonstrated that the modern world can function nicely without it, the metal has been in use a long time and can be reasonably expected to enjoy a further period of favor in currency use before being forgotten.

Only a soothsayer would attempt to predict when that time will be, but it can be assumed that it will not be until the forces of inflation have been thwarted. An upward revision of the price of the yellow metal, for which the die-hards of the mining industry are still hopeful, would be an inflationary move and its possibility can be ruled out for the present.

Canadian Pacific

I wonder if you could outline the attractions of an investment in CPR for a constant reader?—P.J., Regina.

The name of an investment as suitable to the needs of most investors as the shares of Canadian Pacific Railway does not readily come to mind. Not only does this situation offer a chance to secure a hedge against inflationary forces at a realistic price in relation to intrinsic value but the character and diversity of the company's activities provides about as representative a cross section of the Canadian economy as it is possible to find in any one security.

Thought of by most people as a vast transcontinental railway and airways line, an operator of steamships, hotels and a telegraph system, CPR additionally is an important participant in Canada's mineral activity. Vested in the company is ownership of a 51.35 per cent interest in Consolidated Mining & Smelting, operator of the famed Sullivan mine, and controlling the Pine Point lead-zinc deposits at Great Slave Lake. CPR holds title to petroleum rights underlying 11.3 million acres of land in western Canada, largely in Alberta. This land has been estimated already to contain 4.25 bbls. of petroleum per share of CPR stock, although only explored to the extent of one-eighth of the expected-productivity figure for geologically favorable structure of western Canada.

Transportation assets are carried on the books at around $45 a share and equity

in Cons. M.&S. and oil interests has been estimated at around $32 a share. CPR stock is selling at around 8.5 times its earnings.

It is difficult to discuss CPR without making the Canada goose honk. This country is the objective of an inflow of capital funds from the U.S. and other countries, attracted here by prospects for resources and economic development. Independent observers are talking about $2 billions increased investment in our basic steel industry by 1980, of nine million motor cars on the road by the same time, of a population of 26.7 millions versus 16.5 millions now. Translating these economic indicators into prospects for CPR, it is obvious that the company can look forward to a substantial increase in the scope of its operations. Some of these developments will require the injection of huge amounts of money into the company. If equity capital is raised, shareholders will receive remunerative subscription rights to stock; if loan capital is secured, the leverage of the common stock will be increased. One can probably say, without posing as a seventh son of a seventh son, that both types of financing will be employed.

An important aspect of CPR shares is the character of their distribution. They are held all over the globe and traded in different countries. This lends to their price a world complexion, which is partly responsible for their currently low level in relation to position and prospects.

Also worthy of note by the prospective buyer is the possibility of mineral developments within the company sparking a speculative boom in the stock. Some of the most spectacular performers on Canadian and world stock markets in recent years have been the shares of companies which made important discoveries of resources. In Smelters and oil lands CPR has assets which could spark substantial speculative interest.

The stock buyer should paste the name of CPR in his hat.

Normetal

I am rather disturbed by the performance of Normetal, which has come down more than considerably from last year's high. Should it be held?—J.H., Orillia.

The market decline in Normetal has been typical of copper stocks and reflects the disappearance of the flush prices for the metal which were obtained in 1956. Earnings fell to $354,326 or 8.4 cents a share in the March quarterly from a quarterly average of 16.7 cents last year. This year's March-quarter earnings were based on a price factor of 30.75 cents per lb. for copper versus 38.62 cents in 1956. Normetal officials are, however, hopeful of the price of copper recovering. In the meantime, the mine is comfortably off for ore and has in prospect a program of

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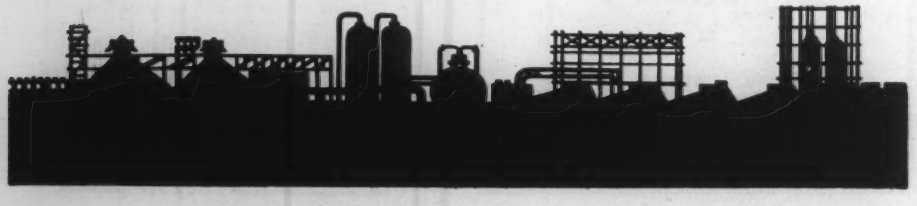


depth development. This could produce interesting results, especially if the price of copper firms.

Recent price of the stock does not appear to be unrealistic in relation to mine and cash positions. The company is participating in the Geco project.

Algoma Steel

What scale of dividends can the Algoma Steel shareholder expect now that this company has commenced to distribute some of its earnings?—P.J., Peterborough, Ont.

Algoma Steel declared an initial half-yearly dividend of $2 a share on the old stock, which it is splitting four-for-one, and this suggests total distributions of $1 per share per year on the new stock. Credence to the prospect of this rate of payment is provided by the indicated yield of around 2½%-3%, which is in line with the yield on Steel of Canada.

Although Algoma has a substantial earning power, the shareholder should not be too hopeful about an early increase in the rate of dividends since the company has heavy commitments for expansion, which will ultimately increase its earning power. In the meantime, it faces about as healthy a case of financial growing pains as can be imagined.

McIntyre Porcupine

What do you think of McIntyre Porcupine Mines buying into Algoma Steel and Ventures? Is this a good thing for McIntyre shareholders?—B.A., London.

McIntyre's entry into the Algoma and Ventures picture is a good thing for McIntyre shareholders and one of the best things that ever happened in Canadian corporate life. It reflects an awareness by the new and aggressive management of McIntyre of the opportunities inherent in Canadian industry and in other minerals besides gold.

It means the company is liquidating the portfolio of blue-chip American securities into which it placed surplus earnings from its Porcupine mine in its hey-day and is putting its money back into Canada. The American securities made substantial profit for the company and served their purpose well. McIntyre drops its main character of a holding company and assumes the role of an active participant in Canadian resource development and management.

There is considerable encouragement to Canadian financial and mining people in McIntyre's move into Algoma and Ventures. For one thing it seems to remove the threat of a drive by Americans to take over McIntyre. For another thing it gives leadership to Canadian resource and industry financing at a time when the economy threatens to be embarrassed by

a squeeze on capital for expansion. The prices which McIntyre is paying for Algoma and Ventures stock should help to establish the value of these equities in the minds of the financial community.

McIntyre has via Algoma made an alliance with two important industrial groups which also bought into the steelmaker: Mannesman of Germany, and the A. V. Roe group. McIntyre can reasonably be expected to participate in other ventures of Mannesman and Roe.

It is rather difficult at this time to assess the inferences of the Algoma and Ventures purchase in terms of possible increased dividends for McIntyre shareholders. It is, however, interesting to note that concurrently with the change in control of Algoma—as a result of stock purchase by the McIntyre group—the Sault Ste. Marie steel producer announced the first dividend in its history.

Ventures is a dividend payer but not on an impressive scale, owing to the extent to which earnings from its productive enterprises have been ploughed back into expansion. Ventures has built up a large and potentially valuable list of interests in Canadian mining but has become very extended. It is just possible that the McIntyre interest in Ventures will result in some consolidation of the latter's position. Issue of stock by Ventures to McIntyre will increase the percentage of Ventures stock in the hands of Canadians.

In evaluating McIntyre, don't ignore its producing gold mine in Porcupine.

Bralorne-Pioneer

Do you think there is any chance of Bralorne and Pioneer amalgamating?—C.P., Stratford.

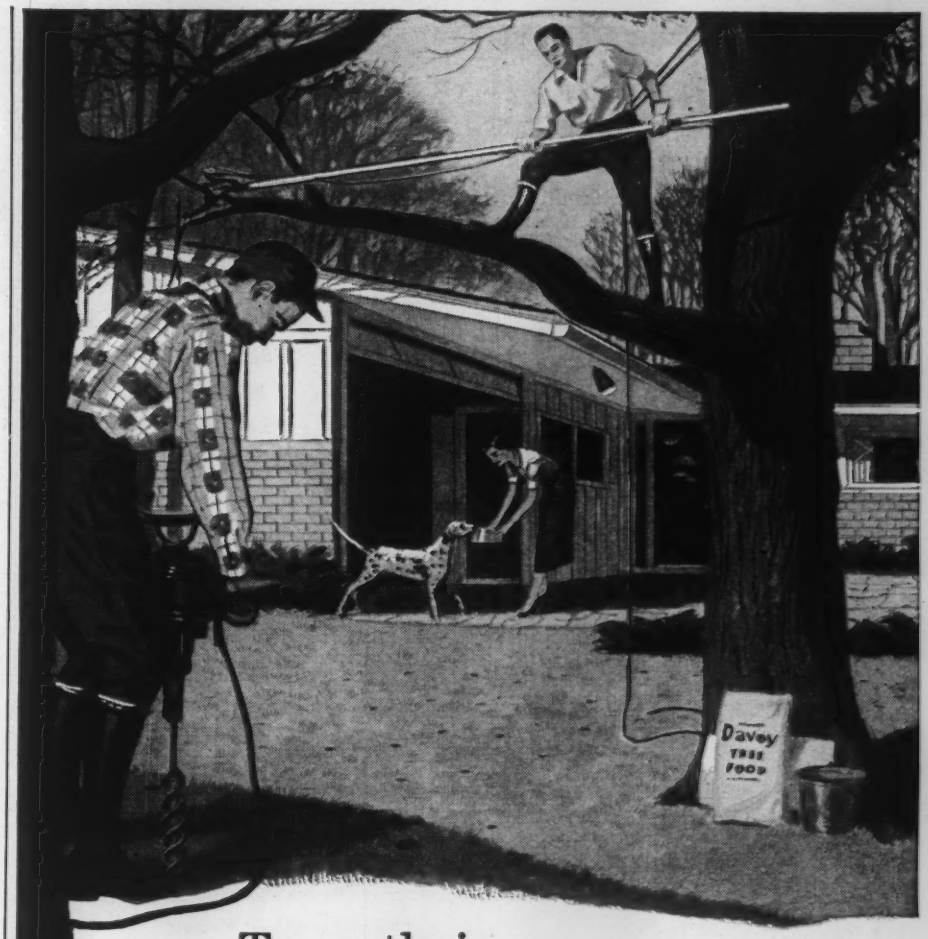
Bralorne officials admit that certain economies could be effected by a merger with Pioneer in the same area but also doubt that any one could determine an equitable basis for an amalgamation. And they would not recommend this course at this time.

Bralorne development continues to produce interesting results although so far work in the Taylor (Bridge River) mine, to which high hope had been attached, has proven disappointing.

Quebec Lithium

How profitable will the refinery of Quebec Lithium be?—C.D., Montreal.

Profits of any project are related to capital costs and in the case of Quebec Lithium details have yet to be decided on such items as location, size and cost. It can, however, be taken for granted that officials of the company will proceed on a basis offering optimum profit opportunities for conversion of lithium concentrates into chemical compounds. It is understood that construction work on the refin-



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ery will start this year. Laboratory work toward processing concentrates into chemical compounds has reportedly shown promising results. The company has plenty of ore out of which to base operations. Its mine is 25 miles north of Val d'Or in northwestern Quebec.

Refined concentrates will, of course, be additional to the concentrates the company ships under its contract with Lithium Corp. of America.

Coniagas

What is the position of Coniagas with respect to its Bachelor Lake property?— K.F., Montreal.

Although Coniagas has not yet commenced lateral work on its three lower levels at Bachelor Lake, depth drilling results suggest an expansion of expectations for this lead-zinc-silver property.

The company has also joined up with Anacon to explore a group of claims in the Ungava nickel district which is the locale this year of exploration by several companies.

In Brief

Would you kindly tell me if New Ranchman and Headway stocks have any further prospects warranting my continuing to hold them? — C. W. J., Winnipeg.

Prospects of both are on the remote side. New Ranchman is merely one of scores of moribund oil prospecting companies. Headway's future is tied to whatever success is enjoyed in research work on columbium metallurgy, the company being interested in a deposit of ore of this metal.

Is Mirado Nickel active?—J.B., Calgary.

Mirado is seeking outside properties and has a good financial position for this activity. It ceased work on its nickel-copper ground in Manitoba following the failure of subsequent drilling to encounter the good values reported in initial probing.

Has El Pen-Rey any status? — K.G., Brantford.

El Pen-Rey has some claims in the Sudbury area which it plans to drill. It has a favorable financial position.

Is there any reason for the softness in Normetal? — W. I., Ottawa.

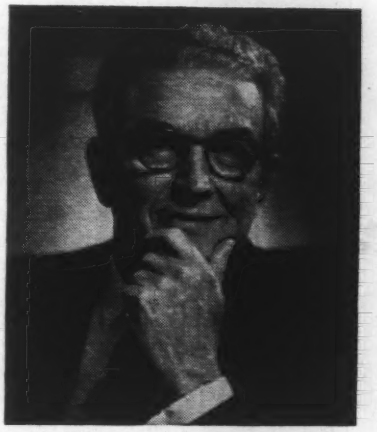
Lower grade of ore to the mill and the decline in copper.

How is Portage Island financing work in Chibougamau? — W. M., Chicago.

Nipissing and associates are providing the money.

How is Right-of-Way Mines Ltd.? — R.R., Welland.

Shareholders gave the receiver the green light.



Ernest Seitz

For Fair Treatment

A concert pianist for 20 years, he is now a contented business man, as Vice President of Canada's largest Chevrolet dealer.

ERNEST SEITZ still remembers the day in 1896 when his parents, who were listening to his older brother play the piano, were astounded when, at the age of four, he climbed the stool in front of the grand piano and played a flawless rendition of *Blue Bells of Scotland* — without having taken a lesson.

He recalls his first lesson, at 18, with the famous pianist Joseph Lhevinne in Berlin. And the delicious excitement of opening night as featured artist with the New York Philharmonic, the Boston Symphony, the Philadelphia Symphony, and the Toronto Symphony Orchestra. Then the time when his composition, *The World is Waiting for the Sunrise* became an instant hit. Finally the difficult decision to leave all this and become Vice President and Managing Director of A. D. Gorrie Ltd., Canada's largest Chevrolet dealer.

That was in 1945, and now Seitz, a mellow 65, claims he is not sorry for his decision; in fact is at peace with himself in his role as businessman — "I still have the memories, the experiences and the cherished dreams. That is all I want".

His personal contact with music is limited to a few idle moments of improvisation in the evening, and to his record collection, from which he derives "great satisfaction".

His responsibilities as Vice President of Gorrie's, Gorrie's Leasing Co., Golden Mile Motors (another Chevrolet dealership), which employ a total of 237 people and Peerless Carbon & Ribbon Co. Ltd., are confined to a leisurely five-hour day in a small unpretentious office in the three-storey, 150,000 sq. foot Gorrie Building in downtown Toronto.

"Although I dislike the word, one could say that I am in semi-retirement, having left the daily management of the companies to my son Burke."

He does keep close watch on company policy and major decisions. As he puts it, "I like to be sure that each customer is being treated fairly, and that each employee is receiving his fair share". Employees still remember when it was decided to lower the number of staff during the General Motors strike in 1955, that Seitz was instrumental in reversing this decision — at a cost of $100,000 to the company profits.

Ernest Joseph Anthony Seitz was born in Hamilton, Ontario, in 1892. His family moved to Toronto in 1896, when his father, the late John Joseph Seitz, founded the Underwood Typewriter Co. of Canada. Seitz recalls, "After that exhibition at the piano when I was four, I took lessons and studied intensively at the Royal Conservatory while going to St. Michael's College." After graduation from high school, Seitz went to Berlin to study with Lhevinne "one of the greatest artists I have known" and left Germany the month before World War I broke out.

Returning to Toronto after his narrow escape from Germany, Seitz joined the Royal Conservatory of Music in Toronto in 1915, and taught the piano, between concert tours and radio engagements, for 31 years.

In those days Seitz kept a rugged schedule. He estimates he played over 100 concerts in Canada and the U.S., and had a steady Sunday program on radio (CBC) for 15 years.

His decision to leave music was forced on him because of what he calls a "mysterious disease." "During my last three years as a professional I would go through periods when I just found it physically impossible to play the piano. I would sit down and just stare at the keyboard. As time went on these periods became more frequent and lasted longer. I have consulted many doctors and none of them could offer any explanation. Near the end of my career I had many embarassing moments, when, at the last minute, a substitute would have to be called in on a radio show. The whole experience was just too much for me. Finally, in 1945 I decided that I could no longer continue in my condition."

Seitz then took over management of Gorrie's, which was founded by his father and the late A. D. Gorrie in 1915. "I have honestly enjoyed it, and I have never had a moment of indecision since I became a businessman".

An articulate speaker, his conversation is sprinkled with vivid similes and his ideas are given extra animation by the expressiveness of long fingers that move with each gesture.

Although he refrains from referring to himself as a religious man, he takes a two-week retreat twice a year at King, Ontario, which is conducted by the Augustinian Order. He explains, "I go to see a doctor twice a year for a physical check-up, and I feel it's just as necessary to experience a spiritual check-up as well". In 1937 he was honored by the late Pope Pius XI with the Cross "Pro Ecclesia Et Pontifice".

He and his wife spend five months each year in their 10-room apartment in North Toronto. During the winter he holidays in Boca Raton, Florida, for three months, and summers are spent at his cottage on Lake Simcoe with his six grandchildren.

"I find one problem is the inability of older men to turn over the reins to younger men," he says. "Youth is a great asset and it should never be wasted. If the intelligence and talent is there it will show without those long years of experience which often lead to boredom."

A CAREER IN MARKETING RESEARCH

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Your Taxes

by Garfield P. Smith, CA

Retirement Plans

SOME READERS have requested that we explain more fully the effect of the new legislation dealing with individual pension plans.

In the past, approved pension plans have been available to employee groups whereby premiums were deductible and benefits were included as income when received. In the case of other plans carried on by groups or individuals, and which were not qualified for tax purposes, premiums paid were not deductible, and benefits received were not taxable in their entirety, but only on that portion which could be regarded as a receipt of interest. The new legislation will permit the individual premiums to be deducted in their entirety, and the full amounts of benefits will be brought into income.

An approved pension plan is referred to in the Act as a Registered Retirement Savings Plan. A person not participating in a registered *group* pension plan may contribute to a registered retirement savings plan, in which case premiums paid will be deductible up to a maximum of $2,500 or 10% of his earned income, whichever is the lesser. An individual who is participating in a registered group pension plan, may also arrange a registered retirement savings plan. However, the total premiums which may be deducted under both plans is a maximum of $1,500 or 10% of his earned income for the year. The reason for the $1,500 limitation is that in such plans the employer is contributing an amount in addition to the employee's portion.

It is not necessary that the premium be paid before the year-end in order to be deducted from income for the year. It may be deducted if it is paid before the end of the following February. This will provide time to determine the earned income for the year in order to compute and take advantage of the maximum premium which may be deductible. It will be interesting to see whether plans will be offered to the public which provide for fluctuating premiums from year to year.

In order to be acceptable, the plan must not provide for any benefit before maturity except in the case of death, in which case the benefit is restricted to a refund of the premiums paid plus interest. Also, the plan must not provide for any benefit after maturity except by way of an annuity to the annuitant, or jointly to the annuitant and his spouse. The plan must mature before the annuitant reaches his seventy-first birthday. The annuity must have no cash or loan value, and must be non-assignable and have no automatic premium loan. In the case of default of premiums, a reduced paid-up pension plan will be brought into operation.

The refund of premiums plus interest received in the event of the death of the annuitant before maturity is subject to a flat tax of 15% of the total amount received. If there is a change in the plan so that it no longer qualifies as a registered retirement savings plan, benefits received subsequently will be included in income and subject to a minimum tax of 25%. Where the income tax bracket exceeds 25%, benefits received will be subject to the higher rate of tax.

A savings plan can be combined with a life insurance contract, in which case a portion of the premium may be deducted to the extent that it relates to the savings element of the combined contract.

There are many ways in which a savings plan can be arranged. It can provide for a fixed dollar annuity, or the premiums may be invested in equity stocks and an annuity purchased at retirement based on the value of the investments at that time. A plan may provide for a combination of both a fixed dollar annuity and equity investments.

Insurance policies now in effect, which contain investment values, can be modified to conform with the requirements of the Act, so that a portion of the premium will be deductible. Savings plans may also be modified to meet the requirements of the Act.

It should be noted that where a registered retirement savings plan operates until maturity, benefits received under the plan will be brought into income in their entirety and taxed in the normal manner. The tax may be more than, equal to, or less than the rate of tax in effect when premiums were paid. If the total income is less than the exemptions, then the benefits will be free of any tax whatsoever.

Normally, it could be anticipated that at retirement, income will drop, and therefore a lower rate of tax will be applicable. In cases where the tax rate does not drop, there would still be an advantage in the deferment of tax. For example, a person having a taxable income of $17,000 in each year, will pay an income tax

of $4,780 annually, based on the current rates. If he were to pay $1,000 into a registered plan, his income tax would be reduced by $430 annually. By adding the annual tax savings to the retirement plan he would not only gain the additional annuity which could be purchased by the higher premium, but his income tax will be further reduced by $185.

In effect a substantial portion of the savings plan is being financed by tax dollars.

Theft

If money is stolen by an employee, is such loss deductible as a business expense? — W. R. C., Windsor, Ont.

Normally, where funds are stolen by an employee, the loss may be considered as incidental to, and perhaps inevitable in, the operation of the business. In such cases the loss will be allowed as a deduction in computing income.

However, in a recent case before the Income Tax Appeal Board, where the defalcation had been made by the general manager, the loss was not allowed as a deduction because the general manager had complete freedom in the handling of the company's affairs.

Wife's Premiums

My wife has an annual income of approximately $500. Accordingly, my exemption as a married man is $1,750. This is calculated on the basis of $2,000 reduced by the amount of my wife's income in excess of $250.

At present my wife is making payments of $290 annually toward a Government of Canada annuity. This will mature when she reaches the age of sixty, and benefits under the plan are guaranteed for ten years. Now that legislation has been enacted providing for the deduction of premiums paid into a retirement savings plan, may I claim the full exemption of $2,000 for married status?—G.H., Winnipeg.

In order that you may claim the $2,000 exemption, it will be necessary for your wife to have her annuity program approved as a Registered Retirement Savings Plan. Regulations governing such plans have not yet been issued, but it is anticipated that approval will be merely a formality, perhaps requiring minor modifications to the plan.

After approval, your wife may deduct the premium of $290 so that her income will now be under $250. It should be noted that the premium paid by your wife may not be deducted directly in computing your income, but may in some cases affect the amount of your exemptions. For example, in your particular case, the annual premium is $290. However the increase in your exemptions is only $250.

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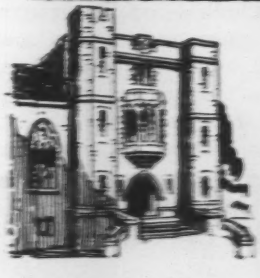

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Johns-Manville Corporation

DIVIDEND

The Board of Directors declared a quarterly dividend of 50c per share on the Common Stock payable June 7, 1957 to holders of record May 27, 1957.

Roger Hackney, Treasurer

THE BELL TELEPHONE COMPANY OF CANADA

NOTICE OF 293rd DIVIDEND

A quarterly dividend of fifty cents per share has been declared payable on the 15th day of July, 1957 to shareholders of record at the close of business on the 13th day of June, 1957.

Montreal, May 22, 1957.

S. C. Scarrow, Secretary

Canada's Top Weather Man

CONTINUED FROM PAGE 17

1837. Edison himself spent a good deal of time in this country. I got very high marks with him simply because I was a Canadian."

The job of the young assistant was to make a mathematical analysis of Edison's ideas and then report on their practicability. The great man himself had no capacity for mathematics; and while he had a profound respect for mathematics as a science he had only a modified regard for mathematicians.

"That's because you're a rotten mathematician," he would say genially whenever his assistant brought in an adverse report. He would then set to work to prove that his idea would work, in spite of mathematics. Quite frequently it did.

"Apart from his inventive genius," the former assistant recalls, "he had two other extraordinary faculties. One was his memory. He never forgot anything he had ever read, seen or experienced. His other great characteristic was his optimism. It was impossible for him to believe that any of his ideas wouldn't work—and he usually had about ten ideas at the same time. He wore down a good many better mathematicians than I was."

The Edison interlude and the voyage of the "Carnegie" were extraordinarily stimulating experiences for a young scientist. In the years that followed, however, he found himself turning more and more from mathematics and physics to meteorology. Weather, which is international and invisible, has now been his chief concern for more than a quarter of a century.

"The Soviet meteorologists have always been wonderfully cooperative," he said. "All during the War, and ever since, four weather reports a day have come in unfailingly from the far Arctic station, even when conditions make transmission exceptionally difficult."

Since weather moves from west to east the Soviet has more to lose than to gain through lack of cooperation. He does not believe, however, that this particular factor accounts for the faithfulness and punctuality of the Soviet weather reports. The Soviet meteorologists he has met, both here and abroad, share his own disinterested enthusiasm for scientific communication. For the trained meteorologist weather is both a discipline and a commitment, and weather reporting is an inescapable part of the ritual.

The Soviet is cooperating in the International Geophysical Year and will send delegates to the meeting of the International Union of Geodesy and Geophysics in September. They will have a good deal to contribute, he believes, since it seems quite probable that the Soviet scientists will be the first to launch an earth satellite. This prospect doesn't disturb him. "Except in time of war, what possible use could be made of meteorological reports?" he asked mildly.

With the increasing development in flight, a good deal of the scientific curiosity that once centred in the Arctic and Antarctic has now been transferred to the mysterious ionosphere.

"The year 1957 is a maximum sunspot year," he said. "We know that sunspots produce static and interference and that there is a relationship between these outbursts of solar energy and the earth's magnetic field. But it is hard to investigate these phenomena satisfactorily with our present equipment."

A radio-equipped rocket can transmit recordings from the higher levels; but since the rocket has a life-span of seconds only, the messages it is able to send are likely to be hasty and incomplete. Even an earth satellite has a limited life-expectancy — the satellite designed to revolve about the earth in perpetuity like a secondary moon still belongs in the department of science fiction. However, a satellite capable of circling the planet even once would open up an immense new field of speculation and discovery, with its record of solar activity on the fringe of outer space.

If the Soviet scientists succeed in launching an earth satellite ahead of the United States, will they try to take political advantage of the situation? To Meteorologist Thomson the question seems hardly worth discussing. After all, there is little place for political ideology in the ionosphere.

New Bold Challenger

CONTINUED FROM PAGE 18

provide a common purchasing agent for a number of European manufacturers. From this origin, it mushroomed into a tightly-woven group with growing, purchasing, manufacturing and retailing operations which, in the aggregate, are a fit match to competition anywhere.

Three years ago, its agents took a closer look at the Canadian market. The rate of population growth and prospects for increased consumption presented, so it seemed, unusual opportunities to enter a new market without risking a serious collision with established manufacturers. A Canadian operation, it must also have been noted, might well be the springboard for a try at the American market. Again, precedents were available.

Back in Brussels, Union Financière Belge des Tabacs mulled over the prospects for two years before deciding to go ahead. Paré was tapped first. He was followed by two others from Imperial, R. J. Connor for sales manager, and the plant engineer Anthony Radwan. A $2 million, single-storey, plant was begun in the spring of 1956 in the Montreal suburb, Town of Mount Royal. The plant has 110,000 square feet and is equipped with new machinery from Europe.

Sales Manager R. J. Connor.

Paré and his staff are convinced they have a winning combination of product and package but Paré estimates they must wait until at least the year-end before they'll know whether the public agrees with their choice.

Carousel and Belvedere are being marketed through the normal wholesale channels but Connor has his salesmen out every day, knocking on the retailers' doors with samples and advertising matter. Sales made this way to retailers are credited back to the wholesaler. It is footslogging for the salesmen but that is what keeps a product moving.

So far, Tabacofina has relied entirely upon the capital provided by its Belgian parent. There was some talk earlier about placing Tabacofina stock on the market this summer. A five-man board of directors, with Senator Thomas Vien as chairman and president, has been named but so far has been inactive. Last word on this subject came from Paré a few weeks ago.

"We plan to invite public participation in the ownership of the company when we believe our performance will justify support from the Canadian investors," he said. The odds privately quoted in Montreal are that this day won't be long in arriving.

An advertisement by the Canadian Peace Congress

On June 10, vote to stop the hydrogen bomb tests

THE June 10 federal election may be the last election in which there will be any point in your voting for candidates who want to stop the testing of hydrogen bombs.

You already have some radioactive Strontium 90 in your bones. It was pumped into the air by the H-bomb tests and you get it in your food.

Strontium 90 can cause fatal cancer of the blood. Since it "follows" calcium to bone, young children are particularly vulnerable to Strontium 90.

Prof. R. E. Lapp is known to CBC listeners as one of the scientists best informed on these matters. He has calculated that if the rate of testing thermonuclear weapons increases at the present tempo, then by 1962 enough radioactive Strontium will have been pumped into the atmosphere to deposit the maximum permissible dose in every person on this planet.

1962 may also be the year of the next federal election. By then, if Dr. Lapp is right, it might well be too late to do anything about these tests.

☆ ☆ ☆

CANCER of the blood is not the only effect. For 29 generations, as a result of the tests already held, there will be born a certain number of congenital idiots, of deaf mutes, of infants with all manner of deformities, of people whose resistance to disease is lowered, of people whose lives will be shortened, of infants born dead.

Sufficient radiation will imperil the future of the human race. That there will be a considerable number of tragic cases is now certain.

Nobody can stop the radioactive dust already in the stratosphere from filtering down in the next several years. But you, with your vote, can help stop any more death dust being put up there.

☆ ☆ ☆

HOW? By voting for a candidate who wants to stop nuclear tests. There is likely such a candidate in your riding. Find out who it is, and vote for that candidate. (There may be more than one.)

Then your vote will count for something more than any of the other election issues, serious as they may be. Vote to stop poisoning the earth.

☆ ☆ ☆

ADLAI Stevenson made this a major issue in the U.S. presidential elections last fall. This no doubt had considerable effect on President Eisenhower, who is a peace-minded man.

The present Liberal government at Ottawa has made a start. It suggested that all tests be registered with the United Nations. The CCF party stands for stopping all tests altogether.

But we are not suggesting that you endorse any particular political party. There may be candidates in all parties who stand for an end to nuclear tests. Such candidates should be elected.

Canada is one of five members of the UN's disarmament sub-committee. We can help the great powers to reach agreement. And your vote counts.

☆ ☆ ☆

HUNDREDS of millions of people are anxious. Distinguished religious, political and scientific authorities have raised their voices. Forty parliaments or governments have officially asked that the tests be stopped.

National peace movements *in every country* are working for this. On the same day as the Canadian election, the World Council of Peace will meet in Colombo to strengthen this campaign. Mrs. Eva Sanderson and Dr. James Endicott will be there from the Canadian Peace Congress.

☆ ☆ ☆

IT IS not easy to stop these tests. You can understand why a government wants to develop the intercontinental guided missile with an H-bomb warhead. Yet the safest way is for nobody to have it.

That again is where you come in with your vote. Use it.

☆ ☆ ☆

THE Canadian Peace Congress stands for an international agreement to stop all testing of nuclear weapons by any and every country without exception. Competent authorities state that this agreement could not be betrayed secretly, because any nuclear explosion can be detected anywhere in the world (the U.S. has announced one Soviet test after another).

Lord Bertrand Russell says: "I do not wish to be an accomplice in a vast atrocity, which threatens the whole world with overwhelming disaster."

Prof. N. J. Berrill of McGill says: "We are playing with a new kind of fire, knowing only that the flame is hot and that we, as material, are inflammable."

Vote to put out the fire before we get burned.

If you would like a copy of the full text of Dr. Albert Schweitzer's statement on nuclear tests, please send 10 cents in stamps to the Canadian Peace Congress. Donations welcome and needed to help finance our work and the Colombo meeting.

THE CANADIAN PEACE CONGRESS
BOX 218, STATION Q, TORONTO.
(EM 6-1248)

Our Mid-Ocean Colony

CONTINUED FROM PAGE 14

rate is about $2,700. A switchboard operator gets about £750, or roughly $2,000 in Canadian money. However, the exchange rate does not give an accurate picture, for when these salaries are spent in Bermuda the money seems to go farther. As a reporter, McFadden gets £20 a week, and is able to save one-quarter of this. Ten pounds a week is all he needs for food and lodging, and the other £5 is adequate for everything else.

There are about three thousand Canadians in Bermuda, which is a large proportion of a total white population of about 16,000. They play an essential role in the life of the colony that has come to depend on outside sources for a large part of its expert personnel. The police and top administrators come mainly from the British Isles. Gardeners were imported a few years ago from Portugal's Madeira Islands. And Canadians are concentrated mainly in the hospital, the hotels, the radio station and some schools and churches.

When advertising for staff in Canadian newspapers, Bermudian employers usually offer to pay the return fare home if the employee remains one, or sometimes two, years. That is the way the hotels recruit nearly all their office personnel. Perhaps the most thoroughly Canadian hotel is the massive Bermudiana that has for general manager a native-born New Brunswicker and graduate of the University of New Brunswick, Carroll Dooley, who is also part owner of the hotel. His assistant, Len Hood, was born in Victoria and worked in CNR hotels before coming to Bermuda three years ago. Since then, he has had to take his Bermuda-born son back to Canada to have him naturalized as a Canadian.

Until recently Bermuda was part of the Roman Catholic Diocese of Nova Scotia. That was why, in 1890, Mount St. Vincent Academy in Halifax sent a group of teaching sisters to found Mount St. Agnes School on the outskirts of Hamilton. For more than six decades, a succession of Canadian girls have served in this school, among them the Quebec-born Mother Superior, Sister Francoise-Louise, who has spent 22 years in Bermuda.

Two of the major churches in Hamilton still recruit all their ministers from Canada. The Wesleyan Methodist Church, with associated missions throughout the colony, is a unit of the Maritime Conference of the United Church of Canada. And St. Andrew's Presbyterian Church is incorporated in the Halifax Synod of the Presbyterian Church of Canada.

A native of Newfoundland, the Reverend Sidney Woolfrey arrived in Bermuda last October to take charge of the Wesleyan Methodist Church after seven years at Knox United in Vancouver. With his wife and three school-age children, he is still in the stage of being charmed and delighted by the novelty.

Relaxing is easy in Bermuda.

The charm of Bermuda is regarded as a lure by some, including the Reverend Victor Ford, who became Minister of St. Andrew's in 1932, after serving for six years at St. John's Church in Windsor, Nova Scotia.

"It is very tempting to stay on here," he says, "but I fear I have remained too long already. At any rate, I'm going back to Canada this year. I feel a quarter century is quite long enough to enjoy these quiet backwaters."

Not all Canadians share this view. Ford Baxter, the managing director of the *Royal Gazette,* arrived in Bermuda in 1940 from Montreal, where he had worked as a statistician. Subsequently he met a Toronto girl on a Bermuda vacation persuaded her to remain and become Mrs. Baxter.

"The place is small, of course, and at first we felt we had to get away now and then," says Mr. Baxter. "We visited New York or Montreal or Toronto fairly regularly. But now we find that nearly everything we need is right here in Bermuda. After all, most people move in fairly small circles no matter where they live."

Even sport is leisurely.

Mr. Baxter's secretary arrived from Regina in 1952 to do publicity work for the Castle Harbour Hotel. At that time she was Miss Dona Forsyth, but she is now Mrs. Robinson, the wife of an English business executive.

One notable Canadian woman has had a marked effect on the public life of the colony. Mrs. Edna Watson, now a widow, originally arrived in Bermuda in 1937 seeking a climate that would restore her husband's health. Since his death, she has entered vigorously into many public debates, was largely instrumental in the establishment of the Children's Hospital, and was the first woman elected to the colony's Assembly, serving from 1946 to 1951.

As far as staff goes, Bermuda's King Edward VII Memorial Hospital is a part of Canada. Of the 75 nurses, 60 are Canadian and the rest were trained in Montreal hospitals. The matron, Bernice Underhill from Blackville on New Brunswick's Miramichi River, arrived in Bermuda in 1937 after training in the Montreal General. The Assistant Matron, Miss Flora George, has been in Bermuda for eight years, having trained at McGill University and the Sherbrooke Hospital.

The medical staff is also Canadian, including the chief pathologist, Dr. R. E. Shaw of Cape Breton Island. During his 13 years at the King Edward, Dr. Shaw has relied on laboratory technicians from Canada, and has also encouraged Bermuda girls to go to Canadian universities to train.

Bermuda's radio station ZBM has always relied on Canadian staff, and its manager for the past eight years has been Walter Staskow, from Stratford, Ontario. He has recently been spending some time in Canada studying television techniques preparatory to introducing television to Bermuda next year.

Perhaps the luckiest Canadian of all is 65-year-old Alan Dustan, who manages to spend the best part of the year in Bermuda and the summer months in his cottage at Petite Riviere in Nova Scotia.

A native of Halifax, Mr. Dustan graduated from the agricultural college at Truro and became an expert in insect control for the Dominion Department of Agriculture. Upon his retirement from the Department in 1951, he was asked to go to Bermuda to help in the work being done to save the Bermuda cedar from complete extinction as a result of scale. Every year since then, Mr. Dustan and his wife have returned to Bermuda, where he has done important work in combatting potato blight, land crabs and other pests. The months of July, August and September the Dustans spend in Nova Scotia, enjoying, as he puts it, "perpetual summer, year after year."

Mao's Tender Trap

CONTINUED FROM PAGE 13

until, to quote the official Peking monthly, *World Culture*: "Their way of thought is put right as we would cure a patient."

The key to the technique is found in Mao Tse-tung's own works. In discussing methods of Party leadership, he wrote: "Sum up the views of the masses, take the resultant ideas back to the masses and explain and popularize them until the masses embrace the ideas as their own. . ."

From my own conversations with Russians and East European Communists in China, I believe it is only now being understood by the rest of the Soviet bloc that China is developing something new and rather frightening: a collective mind. Mao has become an expert exponent of the Pavlov formula of breakdown-cum-indoctrination. He has ideal material to work with, for his people are ready victims of the tender trap of sweet reason.

Mao is not a scientist. He probably could not explain how Pavlov discovered that when the higher nervous system of animals was intolerably strained, "transmarginal inhibition of one kind or another (with its accompanying equivalent, paradoxical and ultra-paradoxical phases) finally supervened, making it seem that there are common final paths which all individual animals must make if the stresses are continued long enough."

Mao has merely said: "Use persuasive reasoning. If our reasoning is persuasive and to the point, it will be effective. In reasoning we must begin by administering a shock and shouting at the patient, 'You are ill!', so that he is frightened into a sweat, and *then* tell him gently that he needs treatment."

Because Mao is a practical psychologist at work on 600 million Chinese, we must credit him with a better knowledge of his countrymen than we possess. But since he is not a scientist, and is therefore moulding his new concept of a mass-will by empirical methods, we must also regard his experiment as dangerous.

Yet I have before me a semi-confidential estimate by a group of Western experts, forecasting widespread rebellion as a result of the economic disasters reported from Peking.

It all sounds dreadfully familiar. There is little question that China is in serious economic straits but it is also true that her people are today receptive to explanations and commands which will save Mao's regime from any unpleasantness. For instance, I talked this past winter with an executive in Southwest China who plans the best use of the Burma Road.

"Yes," he said, "we are forced to reduce our dependence on mechanized transport. We lack fuel, trucks, or the money to buy these things. Therefore we are putting every beast of burden, every human back, to work. We are doubling our number of horse-carts and we have recruited several thousand coolie-porters." Later I saw the human caravans trickle through fractures in the great mountains, each man obedient to Mao just as his ancestors have been obedient to the elements for so many centuries.

Mockery is one form of mental pressure which works among the Chinese. My favorite story, from the Peking *People's Daily* early this year, contains no crumbs of comfort for Cassandras. It does demonstrate, however, that public criticisms are even accompanied now by some licensed humor.

The scene is the Chinese coal capital of Fushun in Manchuria. Manager Chang

One lucky girl learns to write.

of the Party municipal committee hears that the Ministry of Commerce is transferring restaurants and hotels from coastal cities like Shanghai to the industrial interior. Chang draws up a list. He wants mutton shops from Peking, hair-dressing salons and photo studios from Tientsin, salted duck from restaurants from Nanking, noodle sellers from Sian and laundry houses from Tsinan.

The writer describes with great irony how the grand plan was drawn up; a Shanghai fish restaurant would be put into a People's Court; the local State Clothing company would make room for a hairdresser . . .

We follow Manager Chang on his pompous rounds; in Shanghai he goes to Bubbling Well Road and decides he will take over the Cumluk Restaurant. "A Communist cadre of the Private Commerce Transformation Committee reported to restaurant workers: 'Roads in Fushun are better than here, wages are higher, labor insurance and welfare provisions will be like a state-owned enterprise. The climate is oceanic. The scenery is beautiful.'"

The writer says Manager Chang felt this was a bit of an exaggeration but failed to correct the impression of a Manchurian paradise. Meanwhile in Fushun a welcome committee of 45 officials was despatched to Luta (Port Arthur-Dairen) where they waited ten days to escort the Cumluk restaurant staff to its new premises. The committee director, Comrade Sun, is reported to have felt worried at the physical exertion involved during the long period of waiting. "He decided to improve the nutrition of members by a 60 per cent increase in food allowances."

Manager Chung is collecting other enterprises too. The writer invites us to follow the Cumluk restaurant staff merely to illustrate the general course of events. The Shanghai workers arrived by sea at Luta to be greeted by Director Sun and his Fushun boys (presumably now heavily stuffed with nutritious seafood), a company of waist-drummers, a military band and 3,000 local workers. During the celebrations, Manager Chung hears that the new premises for his Cumluk protégés will be the former First State-Owned Moslem Mess Hall. "This," he declares, "is impossible."

All arrive at Fushun to be joined by the Dollar Restaurant and the Asia Photo Studio, also on transfer. There is nowhere to put them. Manager Chung declares: "We have responsibility for improving appearance of city. We must not act like man who wears pair of foreign trousers with Chinese jacket."

He inexplicably orders destruction of the First State-Owned Moslem Mess Hall and two new photo studios next door. Another building is erected in their place and meanwhile all transferred workers live idly in three small hotels for two months.

"When at last they went to work, an enormous crowd of customers tramped up to the second floor of the new building and promptly fell through it," says the official Communist account. "The workers went back to their hotels to await repairs. The Dollar Restaurant finally opened last November and the Asia Photo Studio is still looking for premises."

This is evidently a true report and it is quite probable that Manager Chung's punishment has been the publication of his very human errors. On the basis of this alone, you could produce an expert analysis of why Fushun industrial workers are likely to rise up in angry rebellion against the shortage of everyday comforts; of how Shanghai is being stripped of its attractions; of the bungling and inefficiency of Chinese planners.

I suspect, however, that the problems are already being solved by irresistible though friendly persuasion.

Europe

CONTINUED FROM PAGE 7

The government is certainly aware of the issues at stake. Will Canadian exports be restricted, for instance, by changes in European (including possibly UK) tariff policy? Western Europe has shown itself to be this country's fastest growing market by almost tripling its buying since 1950. Last year it provided Canadian exporters with sales worth nearly $350 million (or 7% of total exports). In addition, if Britain were to become associated with the Common Market, Canada's interest would skyrocket over the $1 billion mark.

That Canada should be able not only to keep but also to expand these markets is important from a purely commercial point of view. It also fits in with the political belief that a broad Atlantic Community should be fostered. But already observers are predicting that Canadian exports of agricultural and forestry products will be hurt by the establishment of a Common Market. There are also fears that exports of semi-fabricated goods (paper, chemicals and some synthetic fibres) to the UK will suffer.

The emergence of a Common Market and a Free Trade Area in fact threaten to upset a good many of Ottawa's cherished beliefs.

Nor has this been the last shock. Early this year a radical change of direction took place in the European Common Market plan: France, Belgium and the Netherlands making acceptance of their overseas territories in the plan a condition of their own participation. Thus products of these territories will obtain automatic preference in the European market.

This would almost certainly mean that Canada will have to face greater competition from Africa in the metals and raw materials field (copper, cobalt, platinum, asbestos, manganese and chrome). Plans to invest considerable amounts of European capital in African territories may mean that Canada will also face competition from development of the more recently discovered resources (bauxite, iron ore and oil).

The possible alternative — increasing Canadian dependence on trade with the United States — has unpalatable political consequences.

Much of the discussion of the likely effects on Canada of the creation of a Common Market has also missed a main point of the plan: the creation of an American-type economy, making European industry more competitive through the advantages of manufacturing for a mass market and of rationalizing production. This must affect Canada's position as an importing and manufacturing nation.

The Free Trade Area:

Will bring the United Kingdom (and other members of the Organization for European Cooperation) into association with the Common Market. Members will progressively abolish interior tariffs while remaining free to set up exterior tariffs individually. Estimated membership: 17 countries with combined population of 250 million. Present U-K provisos: freedom to maintain Imperial Preference, exception of agricultural products from tariff reductions.

The creation of the Common Market in fact promises more intense European competition for a whole range of Canadian industries from textiles to heavy electrical equipment. To those who may be inclined to underestimate the threat, the lesson lies in the UK's attitude: British industry cannot risk exclusion by having to operate at a tariff disadvantage in the European market—hence the sponsorship of an associated Free Trade Area. (British industry in fact had a foretaste of "low-cost" competition from the Continent last year, when it was underbid by an Italian consortium on tenders for the $80 million Kariba Dam scheme).

While some of the implications of European economic union may tend to run against well-chosen beliefs in Canada, they will also help destroy unjustified complacency — complacency about the possession of natural resources, for instance. Unrivalled timber resources didn't help the Canadian shipbuilding industry when the day of wooden ships came to an end. A country's economic progress is not a matter of automatic growth.

The European Common Market:

Will take the form of a customs union between six countries (Belgium, France, Western Germany, Italy, Luxembourg and the Netherlands), with a combined population of over 160 million. Member nations plan to abolish tariffs between themselves, set up unified tariffs on imports from countries outside the union. Overseas territories belonging to members are associated with the plan. Introduction of the Common Market is scheduled for next year; completion may take up to 17 years. Preliminary treaties have been signed by foreign ministers. Ratifications by the six parliaments is now awaited.

Machines

CONTINUED FROM PAGE 11

been inspired by the ideas of Norbert Wiener, American mathematician and philosopher, and prophet of Cybernetics. Dr. Wiener has constructed an electronic "mouse", so life-like in certain aspects of its behavior as to be indistinguishable (to an uninformed observer) from a real mouse. Given the task of finding its way through a complicated maze to a brass "cheese", the mouse makes every possible error on the first trial. But on the second trial it runs the maze without a single error.

A real mouse, of course, would not make every possible error on the first trial, nor would it run the maze unerringly on the second trial. Too many mistakes at the beginning and a too rapid achievement of perfection are, however, the only clues by which even a sophisticated observer can distinguish an electronic from a real mouse. But Dr. Wiener could doubtless construct a mouse that would learn a maze at roughly the same speed as a real mouse.

More recently, H. L. Jones, an American weather expert, has developed an electronic "bloodhound" which is said to be three times more accurate than earlier direction finders for spotting and tracking the course of tornadoes. During the 1956 tornado season, Dr. Jones' bloodhound, a 150-kilocycle high frequency direction finder, proved to be 90 per cent accurate, the best tracking device yet developed.

From Gallarate, near Milan, Italy, comes a report of the performance of an electronic "philosophical brain". This device can type the complete works of Thomas Aquinas on to punch cards, systematically index the works, indicate the number of times each word appears, where it appears, and the context in which it appears. Such an assignment, if undertaken by a philosopher, would require a lifetime, but it takes only 8,125 hours for the electronic brain to do the job.

More astonishing still is the report of the construction of an electronic "chess player". While it cannot defeat skilful players, it wins against poor or careless players. Here we have a situation in which a machine can play chess as well as most people. Curiously enough, if it is beaten twenty times or so in succession, it is said that it becomes "neurotic" and breaks down.

The automatic factory, which is already a reality in the United States, represents a synthesis of the achievements of the two earlier phases of the industrial revolution and the three stages in the development of automation. Man is ceasing to be the slave of the machine and is rapidly becoming its master.

Technological achievements have be-

come cumulative to the point where quantitative charges are passing over into qualitative differences, just as boiling water changes into steam when a certain temperature has been reached. The age of automation represents a difference in degree in technological advance that is now passing over into a difference in kind. The past is no longer an adequate index of the future.

We are on the verge of a new civilization in which automation will refer not merely to the automatic operation of machines but also to a new way of life. A new social philosophy is urgently required for the years that lie ahead. Such a philosophy will not only objectively and accurately predict that future: by exhibiting an appreciative and sympathetic understanding of that future, it will help to bring it into being.

What will be the role of man in this new civilization? Will machines eventually do all our thinking for us? Will the human brain become obsolete?

As we have seen, the new electronic machines can perform amazing tasks, easily surpassing human beings in speed, accuracy, and endurance. During Norbert Weiner's demonstrations of the fantastic electronic devices at the Massachusetts Institute of Technology, naive observers often look troubled, if not terrified. But the demonstrator himself is always smiling and happy, for he knows that there is really nothing mysterious about his machines.

Dr. Weiner's gaiety springs from his certain knowledge that the capacities of his machines are ultimately restricted to the manipulation of data supplied to them by human beings in accordance with instructions also supplied by human beings.

An elaborate program of response can be built into a machine. Such a machine can operate with the speed of electricity. But the information it gives us is information *we* desire, never what *it* desires. No machine has been constructed that is self-programming. This fact makes all the difference between a machine and a human being.

There has recently been much speculation as to whether giant electronic "brains" will make the human brain obsolete. Actually, the most complex electronic machine yet devised has a "brain" that approaches in the number of neurons the brain of an earthworm.

It would therefore, be much more appropriate to call the new machines electronic "digestive systems" rather than electronic brains.

The human brain is not, and will never become, obsolete. Machines can do many wonderful things for us, but they cannot think.

(This is the first of several articles by Prof. Irving, on the subject of automation, that will appear at intervals in SATURDAY NIGHT.)

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Editorials

Ultimate Sponsor?

WITH ITS widely publicized resources, the Canada Council (for the encouragement of the arts, etc.) is likely to attract as many claims and demands as the winner of a $250,000 quiz show. A Nova Scotia senator has already suggested that the tourist industry should be allowed to cut in on the fund, presumably because it has made a fine art of promotion. This is where the Council is likely to run into problems, since art is a wonderfully elastic term. Our neighborhood, for instance, fairly swarms with art enterprises — Art Farm Produce, Art Greeting Cards, Artistic Concrete Pourers, Creative Scouts, Creative Resources (Washed Gravel Division), etc. What will happen if these, or similar groups, decide that they are contributing to the cultural life of the country and so are entitled to subsidy? No doubt the acceptable candidates will all be sorted out in time. Meantime, the Council had better hire a good intermediary, some truly creative trouble-shooter, who will explain to the deviser of the better mousetrap or the ultimate uplift bra that he had better apply to some other department.

Promoting Disunity

KINDLY old Uncle Louis seems to have vanished during this election campaign. In his place there is a short-tempered autocrat expounding as disreputable a thesis as has been tossed to Canadian voters in many an odd political year.

Mr. St. Laurent started his campaign in a sickly atmosphere of sweetness and light. His theme was national unity. The Liberals, he declaimed, were the foster-parents and guardians of national unity; this was their favorite child and there was nothing they would not do to encourage its vigorous growth. Then came Ontario's Premier Frost with some pretty harsh facts about the division of tax revenue between Federal, provincial and municipal governments. The facts stood up not only in Ontario, but in all the other provinces. Mr. St. Laurent, apparently afraid that this sort of talk would result in his having appreciably fewer supporters to rubber-stamp his Government's dictatorial methods in the next Commons, suddenly began preaching from a strange new text. Mr. Diefenbaker, the national leader of the Conservatives, he said, had made an unholy alliance with Mr. Frost; if the Conservatives formed the Federal Government, Ontario would grow fat at the expense of the other provinces.

Whatever happened to national unity, the pampered darling of Mr. St. Laurent and his Liberals?

The charge against Mr. Diefenbaker and Mr. Frost is not only dishonest but mischievous. It is promotion of national disunity on a grand scale.

What Mr. Frost wants for Ontario is simply a more equitable division of tax revenues. Every other province wants—and should have—the same thing. Under our constitution, the provinces have been given responsibility for a great many public services, but the Federal share of tax money has increased until it is now just about 90 cents of every dollar paid in taxes by Canadians.

Can the Federal Government afford to be less greedy about taxes? Of course it can. In the last fiscal year, it took in some $500 million more than it needed, even after it lavished more money on 25 of its departments and branches, not including defence.

Let's Make It Easy

EVERYONE knows what's wrong with our school system, of course — too many specialists, too few specialists, too much method, too little method and so on. Teachers and provincial departments of education are generally given a fair share of the blame, but curiously, boards of education are rarely criticized. Yet if there is one weak link in the educational chain, it is the local board. Fortunate indeed is the community which has a well-informed as well as a well-intentioned board of education.

Unfortunately, boards of education do much of their talking out of hearing of the press, often because reporters are not admitted to their meetings. Every so often, however, members talk when they can be quoted. The results can be extraordinary. A while ago, for instance, a Miss True Davidson was quoted as suggesting during a panel discussion that the curricula in Ontario's schools could be modified by dropping algebra and geometry. Miss Davidson is chairman of the board of education of East York, a part of Metropolitan Toronto. In East York, by coincidence, there is a junior high school which has a fine gymnasium-auditorium and a science room so badly equipped that students can carry out only the most rudimentary experiments.

Miss Davidson's suggestion is typical. Boards of education not only have permitted but have hastened the gradual elimination from school curricula of subjects that require some intellectual discipline. They fight over teachers' salaries and toss away money on gadgets designed not to educate the children but simply to keep them happy.

ANSWER TO PUZZLER

11 knives: 16 forks.

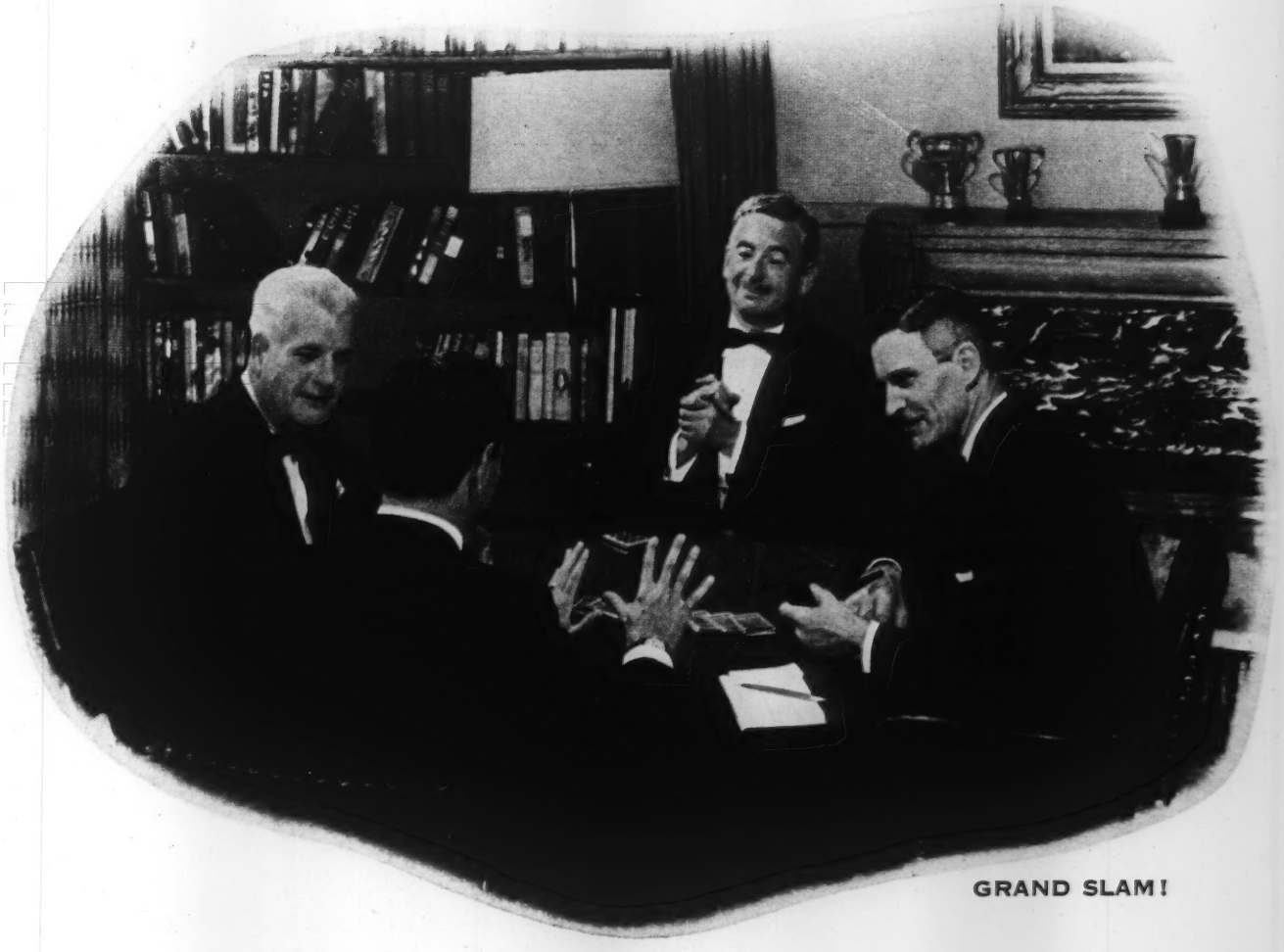
Tablet Technique

WITHIN the next few days, politicians will vanish from television, and few people will notice their passing. Only the hardiest of watchers seem to have endured the TV efforts of the candidates as they sat behind their studio desks like vaguely animated busts, intoning warnings and prophecies. Most of us, of course, have learned to detach our attention automatically the instant a pitchman appears on the screen. The commercial telecaster may snag it again briefly with an animated cartoon or a diagram showing a headache tablet bumping its way cheerfully through the tubes, valves and chutes of the alimentary system. Still, it should be possible for television to present the function and progress of our political candidates at least as interestingly as it does the activities of a headache tablet.

The Human Lag

THE SAFETY car is now equipped with an all-round bumper, fixed bucket seats with safety belts, reinforced steel bars front and rear to support the roof, and a curving windshield to lessen the force of sudden impact. None of these devices, it is pointed out, will prevent accidents. They are merely intended to help driver and passengers to emerge alive from an accident. The main safety hazard is still the driver, who has failed to keep pace with the improvements in cars and highways. Thus the ideal driver should have built-in judgment, super-charged coordination, wrap-around vision, and the kind of re-inforced hard-top that can go through a curved windshield without injury. As one specialist pointed out at a recent safety convention (putting the human predicament in a nutshell), evolution tends to lag behind technology.

Time for an IMPERIAL *Toast*



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